

PRINTERS INK.

A JOURNAL FOR ADVERTISERS.

VOL. XLVII.

NEW YORK, APRIL 20, 1904.

No. 3.

FOR the next year the eyes of the world will be turned toward St. Louis. The Louisiana Purchase Exposition will be the greatest affair of the kind ever seen in this or any other country. The interest which a World's Fair excites is greater proportionately in the small towns than in the large cities. Various reasons have been assigned for this, and perhaps the most cogent one is the fact that the people in the cities are able at any time to see so many of the varied industries, art and scientific collections which go to make up a great Fair.

We are furnishing our subscribers each month with pictures and descriptions of the progress of the Fair, and we know that these illustrations and articles are eagerly sought.

The fact that our MAGAZINE will be published within sight of the World's Fair grounds, where our building, the finest publishing plant in the world, will be seen by every visitor, gives an added value to our advertising columns for the next two years.

1,500,000 Copies Every Issue.

Each copy goes out in a separate wrapper—entering one out of every fifteen homes in the United States.

This Is 100 per cent Circulation.

Every Copy "CIRCULATES."

The Woman's Magazine,

(LARGEST CIRCULATION IN THE WORLD)

St. Louis, (World's Fair City) Mo.

Western Representative, GEO. B. HISCHE, Hartford Building, Chicago.

Eastern Representative, A. A. HINKLEY, Flat Iron Building, New York.

Advertisers use liberal space in

THE MINNEAPOLIS TRIBUNE.

Larger total than in any other Minneapolis daily.
For the first three months of this year The Tribune
contained

32,700

agate lines more than the second-paper-in-circulation.

The average circulation per issue of **The Sunday Tribune**, for the first quarter of 1904, was

68,682

(more than double that of **any other** Sunday paper in the Northwest).

The daily average of **The Minneapolis Tribune** for the three months, to March 31st, was

85,394

which is more than 20,000 per day over and above the next paper.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. XLVII.

NEW YORK, APRIL 20, 1904.

No. 3.

AN IMPORTANT EXPORT JOURNAL.

THE INTERNATIONAL REVIEW, PUBLISHED IN FOUR LANGUAGES BY THE GREAT DUN MERCANTILE AGENCY—WHERE CIRCULATED AND HOW—AMERICAN EXPORT TRADE IN ITS INFANCY—WHAT FOREIGN BUYERS WANT.

American "expansion"? Well, the magazines have printed some spectacular articles about it, and the newspapers have whooped exultantly. This is well enough, in a way. But as a matter of plain figures American foreign trade amounts to very little as yet. We sent abroad last year \$1,420,137,619 worth of merchandise, or about double that of ten years ago. Two-thirds of this was the product of farm and mine, however. Only one-third was manufactures. We sell breadstuffs and minerals because the foreigner comes for them, and we also sell machinery for pretty much the same reason—the foreigner has discovered that we have it for sale. The real development of our foreign trade has hardly begun. But the idea is planted, and that's something. Ten years ago the American manufacturer knew nothing about foreign markets, and didn't care. To-day he knows little more, but wants to know. Which is encouraging.

The first step in attracting the attention of the foreign buyer is giving him something to read. England, Germany, Switzerland and other nations older in world trade found this out a good many years ago, but the American is just beginning to see the value of export journals. The 1903 issue of the American Newspaper Directory

lists but a half-dozen export publications, and these are supplemented by a few private organs published by export firms.

At this stage of our export trade, therefore, the new *International Review*, published by the great mercantile agency of R. G. Dun & Co., is of the first importance. This journal was started a year ago, very quietly, and has just begun to be a factor in its field. With the birthday number, issued in March, a regular circulation of 20,000 copies monthly was announced, which far surpasses any other publication of its class. Furthermore, the journal is published in four languages—English, German, Spanish and French—and is said to be circulated through the foreign branches of the agency in a way that puts it into the hands of fully 150,000 foreign buyers all over the world at least four times a year. It is a large, handsome trade paper of 100 pages, containing illustrated articles about American manufactures and resources, with a large volume of advertising of American manufacturers. It contains also a digest of the commercial news of the world, and gives especial attention to opportunities that exist for trading in foreign countries.

"*Dun's International Review* is part of a comprehensive plan of foreign development pursued by R. G. Dun & Co. the past five years," said James L. Ewell, general manager of *Dun's International Review* at the New York offices, 200 Broadway. "The Dun mercantile agency was established in 1841, and for fifty years has had branches in Great Britain and continental Europe. Since 1899 there have been established twenty-five ad-

ditional branches in Mexico, South America, Australia and South Africa, where there is a market for American goods. The purpose of these new offices is to furnish reports and credit ratings on foreign firms for our American subscribers. They were founded because we believe that from this time forth there will be a steady increase in American export trade. The *International Review*, furnishing a medium between buyer and seller, promotes this trade, and naturally increases the business of our foreign branches as American subscribers request ratings of foreign houses.

"Our method of distributing the *International Review* is hardly to be duplicated by any other paper or business house. The circulation of export journals is largely free. Foreign buyers will not subscribe to them to any extent, as they furnish no news or information indispensable to people in remote countries. The income of an export journal is derived through advertising patronage, and to give a circulation that will make advertising profitable it is necessary to put the paper into the hands of all important foreign buyers gratis. Our foreign branch offices furnish us names of bona fide buyers in their territory, listing only such as the American manufacturer can do business with safely and profitably. The foreign mailing list comprises fully 150,000 names. We have been collecting these a great many years, and the value of the lists can be appreciated when it is known that twenty-five per cent of them are changed annually. There is little doubt that we stand alone in this field. The four editions of the *International Review* are absolute reprints of one another, ads and text alike. The work of writing and editing employs a large force of translators, and we translate correspondence for our advertisers as well. The four editions are printed in New York and mailed from here direct to readers, with the exception of a certain number of copies sent to our branches for distribution. Each month a fresh section of names is used. The pa-

per goes regularly to those who are interested enough to subscribe at \$2 a year—we have quite a number of paid subscribers. Four languages give an immense spread over the world's markets. French is a recent addition, as we started with English, Spanish and German. It is quite probable that other languages will be added later. A Russian edition can be profitably distributed when the Far Eastern trouble has been settled, and so could an edition in Japanese.

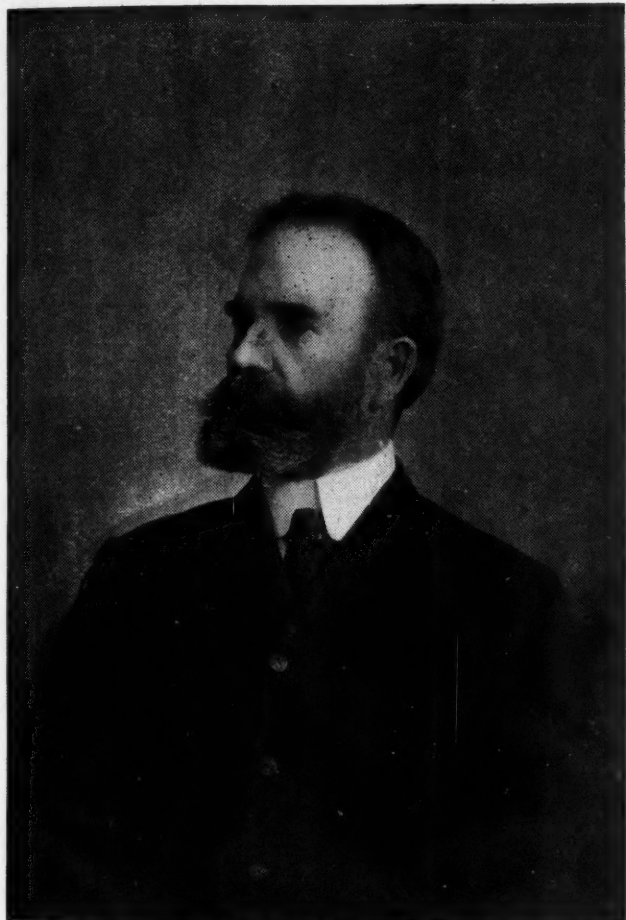
"Our first anniversary edition was 40,000 copies, and marked the first issue in French. Its distribution was as follows:

ENGLISH ISSUE.	
Alaska	55
Australia	4,683
Canada	4,613
China	91
Great Britain	7,074
Hawaiian Islands	199
India	673
Italy	402
Japan	458
South Africa	2,007
Delivered at office.....	745
	21,000
SPANISH ISSUE.	
Central America	250
Cuba	1,271
Mexico	3,570
Portugal	241
South America	3,868
Spain	1,400
West Indies	200
Delivered at office.....	200
	11,000
GERMAN ISSUE.	
Austria	326
Denmark	150
Germany	2,472
Holland	286
Roumania	164
Switzerland	402
Delivered at office.....	200
	4,000
FRENCH ISSUE.	
Belgium	311
Finland	88
France	1,929
Greece	205
Russia	942
Switzerland	325
Delivered at office.....	200
	4,000
Total.....	40,000

"More than fifty pages of paid advertising were carried in the birthday issue. The manufacturers represented have a capitalized investment of over \$100,000,000, the banks in that issue have a total

capital of \$92,034,792, and rail-roads \$617,739,000. No such record has ever been made in American export journalism, and we have received many letters from our advertisers saying that they have got

represented in the *Review* by advertising. The bulk of our foreign trade is in breadstuffs, and of course these are not advertised. But when we enter into the machine field we have a good patron-



MR. JAMES L. EWELL,
General Manager *Dun's International Review*.

better results in the past year age. The machine men more than through the *Review* than through any other one class of American advertising in any foreign medium manufacturers have developed export trade—particularly the makers of agricultural machinery. Six

"Many lines of merchandise are

or seven years ago there was a notion abroad that Yankee farm machinery was too light, and that it would not stand wear. This mistake came of comparisons with clumsier European machinery. The agricultural implement makers spend a great deal of money advertising their apparatus, chiefly by personal demonstrations. Now American farm machinery is in demand everywhere, and it has opened up a market for every Yankee mechanical contrivance that will save time or labor. Some of our advertisers who make time recorders, for example, have had great success the past year. One manufacturer writes that he has received inquiries from South Africa, Argentine Republic, Australia, Brazil, Canada, England, Germany, Ireland, Nova Scotia, Mexico, Spain, Austria and Yucatan. Another man has excellent results with his advertisement of merry-go-rounds, which are as popular abroad as at Coney Island. It is our experience that American machinery and contrivances bear a very good name abroad. The manufacturer who advertises such things will find the foreign buyer even a little inclined toward the American article, as being lighter, stronger, simpler, more ingenious, etc. Typewriters and typewriter supplies have been represented in the *International Review* from the first. R. Hoe & Co., the celebrated printing press builders, advertise with us, though they have never advertised in an export journal before. American automobiles are advertised, and they sell well abroad, chiefly because our manufacturers, with superior facilities, can sell them cheaper than European makers. Mining machinery of all kinds, machine tools, pumps, lamps, porcelain bath tubs and sanitary plumbing materials are also in especial demand. Machines for spraying paint, replacing the hand brush, have had a wonderful success, the Hooke Hardie Co., Hudson, Mich., recently shipping twenty-five to Barcelona, Spain. Another American novelty that has sold well is the Allen Fountain Bath Brush, made in Toledo. We seem to excel in the making of

cements in this country, and our advertisers in this line have had good success. The first steel-framed building erected in Mexico, for example, took between 6,000 and 7,000 barrels of cement. This is an indication of the demand that is coming when steel construction becomes more universal in foreign lands. American firearms sell well abroad, and so do our paints. All these articles are represented in our pages. Some time ago I made up a list of commodities that are not represented as yet. I am sure that it will interest the readers of

PRINTERS' INK.

"Agricultural implements of all sorts are in demand, and we should like announcements of many things in this line not now represented. Boots and shoes of American make are having success abroad, and there is a much wider field for them when manufacturers will cultivate it. Prosperity in the United States has delayed foreign development in this and other lines, however, as the manufacturers have been unable to keep pace with home demand. While American fabrics have not been sold abroad to any great extent, the time is unquestionably coming when they will be. We should like to have one prominent advertiser for axle grease, and two of prominence for bronze castings. Other articles made in the United States for which there is a market waiting abroad are:

Ammunition,	Furniture,
Babbit metal,	Gas and oil stoves,
Belting,	Graphite lubricants,
Bicycles,	Gas and lamp fixtures,
Blacking,	Hammocks,
Billiard tables,	Hardware,
Carriages,	Leather,
Chemicals,	Liquors,
Clocks and watches,	Jewelry,
Clothing,	Lumber and timber,
Collars and cuffs,	Musical instruments,
Cordage and twine,	Paper,
Cotton goods,	Fountain pens,
Cutlery and edge tools,	Perfumery and cosmetics,
Dentists' materials,	Photographs, etc.
Electric cars,	Photo supplies,
Electrical machinery,	Printers' supplies,
Electrical supplies,	Pumps,
Emery wheels,	Saddlery and harness,
Envelopes,	Safes and vaults,
Explosives,	Saws,
Fertilizers,	Scales,
Files,	Sewing machines,
Fire alarms,	Silverware,
Fire extinguishers,	
Food preparations,	

(Continued on page 8)

Little Lessons in Publicity.—Lesson 31.



The Little Owl Schoolmaster's Night School.

When you advertise, it is wise to select high-grade, clean, home evening dailies. These go home at eventide, when there is leisure and inclination for reading. Evening papers are given courteous consideration in the parlor or library.

Use the "one paper" in "one-paper cities." The following are among the few in that class: THE NEWARK NEWS, THE MONTREAL STAR, THE MINNEAPOLIS JOURNAL, THE WASHINGTON STAR, THE BALTIMORE NEWS, THE INDIANAPOLIS NEWS.

M. LEE STARKE,

Tribune Building
New York

Manager General Advertising, Tribune Building
Chicago

Tools,
Umbrellas,
Varnishes,

Washing machines,
Windmills.

"This list of articles is based upon inquiries received at our branches. Foreign buyers frequently write to us here in New York under the impression that we are exporters, asking why we do not keep this thing or that. Our agents in these foreign offices are men perfectly familiar with conditions in the United States, and in touch with the business men where they are located. They know the customs laws, tariffs and trade conditions there, and assist American manufacturers to locate demand and supply. They can furnish information far in advance of the United States consular reports, heretofore the chief source of news for the exporter. We refer a good many inquiries to our advertisers every month, and it is our intention to open a department in the *International Review* for letters from foreign buyers, in which will be listed the articles in demand and the peculiarities of local requirements. In addition to American advertisements we carry announcements of a good many foreign banks. It is a fact worth noting, too, that all advertisements accepted for the journal must come from thoroughly responsible houses."

The *International Review* is necessarily an expensive publication, and thus far has been conducted at a considerable loss, it is said. R. G. Dun & Co. are prepared to spend a large sum of money to establish it firmly, and the ability to make the journal attractive editorially without waiting for a revenue from advertisers means much in the way of prestige. Each copy mailed abroad is accompanied by a circular letter calling attention to the fact that the well-known mercantile agency publishes the *International Review*, which gives it an irreproachable standing. The *International Review* is entirely separate from the weekly *Dun's Review* circulated largely in the United States. This publication has been greatly enlarged the past year. It is about ten years old.

The following export publications are catalogued in the 1903

American Newspaper Directory:

NEW YORK CITY.

American Exporter; monthly; English, with Spanish edition entitled *El Exportador Americano*; circulation exceeding 1,000.
El Comercio; monthly; Spanish; circulation 5,875.
El Economista Internacional; monthly; Spanish; circulation exceeding 2,250.
El Anunciador; monthly; Spanish; circulation JKL.
Modern Mexico; monthly; English and Spanish; circulation 14,083.
Foreign Buyer; monthly; English, with editions in German, French and Spanish; circulation exceeding 1,000.
Scientific American Export Edition; monthly; English and Spanish; circulation exceeding 2,250.

The *Scientific American's* export edition is said to be read by foreign machinists, engineers and scientists rather than business men or buyers of things outside of machinery. The *American Exporter* is supposed to be the best and oldest of the papers in its particular class. In addition to these papers there are several private publications sent abroad to foreign buyers by New York export and commission houses. One of these is published by the American Trading Company, another by Peabody & Co. *Peck's Buyers' Index* is a third. Journals of this class carry advertising besides that of the firms that publish them, but their circulation is believed to be small. The *Export Implement Age*, monthly, Philadelphia, is a semi-official organ sent abroad by agricultural implement manufacturers.

E. N. Vose, editor of the *International Review*, furnishes the following list of prominent export journals published in foreign countries:

London—*British Trade Journal*, monthly.
London—*British and South African Export Gazette*, monthly.
Berlin—*Deutsche Export-Review*, semi-monthly.
Berlin—*Export*.
Berlin—*Maschinen Export*, monthly.
Berlin—*Russland und Deutschland Import und Export Review*.
Zurich, Switzerland—*Exportation*, monthly.
Rome—*Esportazione Italiana*, monthly.
Lisbon, Portugal—*O Jornal do Commercio*, monthly.
Brussels, Belgium—*Moniteur de l'Exportation*, monthly.
Budapest—*Kivitelő Szemle* (Export Review), weekly.
Bombay, India—*Indian Import and Export Traders' Journal*.

JAS. H. COLLINS.

FOR THE FUTURE.

The plain pica ads of the *Ladies' Home Journal*, now running daily in the *New York Sun*, *Boston Herald* and *Chicago Record-Herald*, have been pronounced good by the advertising fraternity.

"But why does the *Ladies' Home Journal* advertise for advertising?" is asked. "Every month the business increases, and usually acceptable advertisements are left out. What's the point?"

There are manufacturers and selling agents reading this paper regularly who ought to be general advertisers. They would be if they only knew the selling force there is in reaching the consumer by advertising. They would like to try it, perhaps, if they knew how to make it succeed, or had complete confidence in some advertising agent who would relieve them of the details. We have been telling these people that the *Ladies' Home Journal* covers the country so completely with its 1,000,000 circulation—entirely among women, therefore prospective customers—that it is sufficient to use this one medium for a starter. What we say seems to be interested advice. Nevertheless we have kept up this line of argument, believing that sooner or later the man who is interested will surely find out the truth of our statements through the success of his friends or competitors who are using our columns.—*The Curtis Publishing Co., Philadelphia, New York, Boston, Chicago.*

"No, we don't intend to enlarge the *Journal*," said Cyrus Curtis to a PRINTERS' INK reporter. "The point of the campaign is that we are looking out for the future. It takes a certain amount of new business to fill the columns of a magazine. Old advertisers drop out after establishing trademarks and demand, or go out of business—disappear for one reason and another. We believe that there are hundreds of manufacturers in New England, along the Atlantic seaboard and in the Middle West who have never advertised, and who don't, perhaps, know a great deal about it. In a general way they have learned that advertising is a good thing for other people, but they have never got down to the point of looking into cost or plans for their own commodities. They don't read the advertising journals, but they must read newspapers, and the three we have selected seem to be of a character to

do us some good. They don't cover the entire field, but they cost all we care to spend in this direction. The advertising has been running a month or more now, and we have enough copy to continue until July. So far there have been no very definite returns. None have been looked for so early in the campaign. Perhaps we shall get some letters in the course of six months or a year, asking 'Please let me know what it costs for a page advertisement in the *Ladies' Home Journal*.' When the inquirer is told that the price is \$4,000—yes, for just one time!—he will be so shocked that we'll hear nothing further from him. But the very fact that we have been able to shock him proves that he is interested. He can't see how he is to get his money back. But our solicitors will call on him—and of course the business arguments that can be brought to back up advertising will prevail in the end. In his heart he knows that competition is eating into his business, and the new method will be reasonably certain to appeal to him. It may take a year or two to bring him around, but the campaign is based on precisely that delay. The copy appears in three pretty costly dailies every weekday morning now, and sometimes the ads run to more than half a column of space. But it's for the future. We'll make our point in the end."

INFORMATION ABOUT THE SOUTH THAT IS NEEDED UP NORTH.

There are thousands of wealthy people in New York, Boston, Philadelphia and New England who would like to go South for the winter season, provided they could go to some quiet hotel, fitted up with modern comforts and conveniences, such as electric lights, bathrooms, etc. Many people would rather remain at home and face the rigors of a Northern winter than go to the fashionable resorts and be compelled to observe all the forms and ceremonies which are a part of life there. There are a number of small towns in the Carolinas, Georgia, Alabama, Mississippi, and so on, where families might go if they were sure of finding suitable hotel accommodations. Here is a chance for both town and doctor to attract and hold a profitable class of people by building suitable hotels, and then advertising their readiness to accommodate patrons in the medical journals at a small cost.

—*Medical Brief.*

THREE RICHMONDS IN THE FIELD.

THE CHEAPEST METHOD IS SOMETIMES WORTH MORE THAN THE MOST EXPENSIVE.

Mr. A. A. Seaver, who has conducted practically all the newspaper examinations made for the Association of American Advertisers, has retired from the employment of that association and now represents something that is denominated "Advertisers' Bureau of Circulation Examinations, Chicago." The aim of the bureau is announced to be to have "a small, select, confidential clientele, to which it can be of value." Mr. Seaver's address for April and May will be Stanwix Hall, Albany, and he invites correspondence with all who are interested in the enterprise. A circular, just issued by Mr. Seaver, is so interesting to persons who make a study of advertising, that **PRINTERS' INK** deems it worthy of reproduction here:

The writer's connection with the Association of American Advertisers terminated April 1st, and from this date will be with the Advertisers' Bureau of Circulation Examinations, with headquarters at Chicago.

As an evidence of the "fitness" of the Advertisers' Bureau of Circulation Examinations for its line of work, the list (copy enclosed) of circulation reports issued by the Association of American Advertisers shows 350 publications in 90 cities (25 States) and all of these examinations except the first dozen were made by the writer, and 200 of them, in 69 cities (19 States) within the past 15 months. The Association's booklet says of these: "The methods have been honest, impartial, and businesslike; no report issued has been attacked as to its reliability and the work is commended by publishers."

The same accuracy and fairness that has been a feature of the writer's reports for the Association of American Advertisers will be maintained in the reports of the Advertisers' Bureau of Circulation Examinations.

The relations between the Advertisers' Bureau of Circulation Examinations and its clients are confidential, that is, neither publishers nor advertisers are permitted to know who purchase the reports of the Bureau.

Clients of the Advertisers' Bureau of Circulation Examinations are not in any way "associated"—they simply buy such reports as they desire, in confidence, and for their confidential use.

All examinations of the Advertisers' Bureau of Circulation Examinations are

made for advertisers, at the expense of the Bureau, and as far as possible of such publications as clients request information about.

The reports of the Advertisers' Bureau of Circulation Examinations are issued under seven different class headings that clients may secure them at the lowest possible price without buying any that are not of interest to them.

We make examinations in each city visited of all the papers that will accord facilities, and also make a fairly accurate report of the circulation and standing of those papers that will not accord facilities, that our clients may have an accurate knowledge of each paper, the comparative values, and a report on any interesting local conditions.

For the present all examinations and reports will be made by the writer, and will be confined almost entirely to cities with papers of 15,000 circulation and over, and to daily papers, with their Sunday and weekly issues, except where a sufficient number of clients may be found using, or express an interest in, the better publications other than dailies in a city visited.

We invite queries from our clients on any local situation, or suggestions as to points of interest we may look up for them while in any city.

The Advertisers' Bureau of Circulation Examinations aims to give its clients the benefit of any sort of information of value to them in any field visited, and will thank you for any suggestions along this line whether you become a client of the bureau or not.

Clients pledging themselves to take all circulation reports issued by the bureau can secure them for \$2 cash.

Clients pledging themselves to take all circulation reports issued by the bureau on publications that carry their advertising can secure them for \$2.50 each and have the option of any others they may desire at the same price.

Clients pledging themselves to take within one year at least 50 of the circulation reports issued by the bureau can secure them for \$3 each and have the option on any over 50 they may desire for the same price.

Clients pledging themselves to take within one year at least 20 of the circulation reports issued by the bureau can secure them for \$4 each and have the option of any over 20 they may desire at the same price.

Clients pledging themselves to take within one year at least 5 of the circulation reports issued by the bureau, can secure them for \$5 each and have the option of any over 5 they may desire at the same price.

Advertisers not wishing to pledge themselves to take any reports may procure them only at our discretion, and at not less than \$10 each.

Advertisers who are purely local may procure reports only at our discretion, and at not less than \$20 each.

All clients of the bureau that do not take all reports will be furnished at the close of each month, or oftener if they desire, a list of publications on

which reports have been made or are about to be made, that they may secure promptly any they want.

Advertisers, not clients of the bureau, may secure at any time on request these lists of examinations that have been made.

The advertiser who avails himself of the service offered by Mr. Seaver's association will pay not less than ten dollars, and for that will receive at least *one* report. For five hundred dollars he may have two hundred and fifty such reports. By uniting with the A. A. A. and paying an initiation fee, and one hundred dollars annual dues, the advertiser may get all the reports that association issues in a year, provided it lives so long after the severance of the bond or band that bound Mr. Seaver to it. In both cases the information furnished will be "confidential." Consequently no one will have an opportunity to point out faults and errors of which no single report is certain to be free.

Secrecy is the grave of truth.

It so happens that at this very time, when Mr. Seaver and the A. A. A. are dividing their forces, PRINTERS' INK, in conjunction with the editor of Rowell's American Newspaper Directory, has arranged to perform a similar service for advertisers for a very much smaller rate of compensation. The plan had in mind is set forth in a page advertisement in this issue of PRINTERS' INK, which reads:

PRINTERS' INK OFFERS TO DO WORK FOR MONEY.

Publishers in towns that support a daily paper, or more than one, and who have confidence that the more the world knows about them and the field they occupy the better it will be for them, their field and the world, are advised to read the newspaper reviews of Worcester and Springfield, in Massachusetts; Hartford, Meriden, New Haven, Waterbury and Naugatuck, in Connecticut, as published in PRINTERS' INK, issues of April 6th and 13th; also the reviews of Bridgeport and other places which appear in this issue, and to note that PRINTERS' INK is now prepared to investigate any field to which its attention is invited.

The conditions upon which the examinations are made and the reports published are these:

Everything that appears as reading matter in PRINTERS' INK goes in free.

The reporter who visits the field will report the conditions as he finds them, and his report will not be exhibited to

local publishers until after its appearance in PRINTERS' INK.

It is intended to visit and report upon every American town in which a daily paper is issued. The time of the visit and report will be at the convenience of PRINTERS' INK.

If a special report at a specified time is required, it will be made, but in such case the interested parties will be required to advance a sum sufficient to pay the reporter's expenses. This sum will in no case be less than \$50.00 nor in any case over \$250.00, except for towns beyond the Mississippi, for which a special rate will be charged.

Those who pay the cost of the inquiry will have no privileges or better treatment than will be extended to those who have no share in the expense.

The benefit, if any, will come from having the advertising public better informed about facts and conditions as they do exist instead of as they are supposed to exist or did at one time exist.

Interested parties are invited to address PRINTERS' INK, No. 10 Spruce street, New York.

The careful reader will not fail to note that the subscriber to PRINTERS' INK will get a greater and better service for \$5 than the A. A. A. offers for \$100 or Mr. Seaver's Chicago Bureau will give for \$500; and the PRINTERS' INK service will be open and above-board, so that if it contains an error it will stick out like a sore thumb.

*The German Weekly
of National Circulation*

Lincoln Freie Presse

LINCOLN, NEB.

Circulation 145,448. Rate 35c.

**Suburban Advertising
FOR
New York Merchants**

Big returns from the Suburban field await the enterprising New York merchant. For particulars of the best way to cover this field, send a postal to

JAMES O'FLAHERTY

SUBURBAN ADVERTISING SERVICE,
22 NORTH WILLIAM ST., NEW YORK.

CLOSE TO A MILLION FAMILIES.

A million circulars stamped cost \$13,000. Two full columns, 40 inches, in our 1450 local weeklies reach these families, and stay with them an entire week for \$2,030—one-fifth of a cent per family. Circulars are destroyed. Local papers are kept.

ATLANTIC COAST LISTS,

134 LEONARD ST., NEW YORK.

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.
 READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,
 CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

A correspondent clips the Wheatlet advertisement marked No. 1 from "Medical Talk for the Home" and sends it in with the suggestion "Cleanliness is next to godliness. These Cupids need cleaning up." All of which tells its own story and points its own moral.

This advertisement, quarter-page magazine size, naturally suffers from another reproduction, but it was very bad at its best. The drawing was very carefully made and the amount of stippling on it must have taken a patient and energetic artist at least a day. The intent

ture is fatal, and anything which does not attract attention to the merits of the food advertised is of no use.

In this connection it is proper to give most favorable mention to the uniformly pleasing copy used by the Natural Food Company.

A good many people have said that the Shredded Wheat Biscuit



No. 1

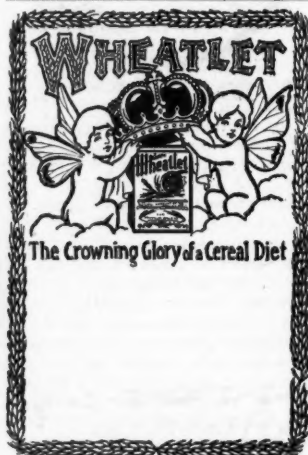
was good, but the result showed nothing but mud.

These things are bad at their best, but particularly obnoxious in a food advertisement.

If anything needs to be advertised in a clean, wholesome and attractive manner, it surely is a prepared food, which must come from the maker to our tables.

The food advertiser needs to be especially careful both as to the copy and the illustrations he uses.

Anything of an unwholesome na-



No. 2

advertising was amateurish, but whether it is or not, it is so clean and pretty that it is fairly appetizing, and that is a vital point.

Going back to the Wheatlet ad, the illustration marked No. 2 shows the use of precisely the same subject in a way that will print.

Here is an advertisement of the A. B. Chase Company, which is the embodiment of simplicity and effectiveness.

The advertiser who is under continual strain for novelty would scorn to use a simple picture of the article advertised in connection with a circle with a jog in it that any schoolboy could make, and

there is where he would make a mistake.

A.B. CHASE
PIANOS


Take Supremacy

In Tone, Action and Durability because each of the 7,000 different parts receives careful, rigid, scrutinizing inspection.

Then the piano in its entirety is severely criticised by a corps of experts.

If there's anything wrong, we intend to find it before you do. If we don't,—

Our Warranty Protects You.



A. B. CHASE CO.
Cleveland, Ohio

This advertisement is plain, but nevertheless so good that it is a model in its class.

There seems to be no necessity for apologizing for reproducing here one of the series of Laxa-Pine advertisements recently produced by the Ethridge Company.

The reason for reproducing it is simply to call attention to the fact that this ad, while it originally occupied ten inches across four col-

Little By Little



The neglected Cough overcomes and impairs the system. It will show long enough, a Cough will develop into Consumption.

The reason is that congested matter is constantly accumulating, and finally the whole system is weakened by it. This congested matter must be gotten rid of. It doesn't seem reasonable that this could be done by expectation. It must take the other course.

Laxa-Pine

cleanses the system thoroughly. It is a tonic, laxative—the first and only Laxative Cough Remedy ever produced. The result is a cure—a positive and permanent cure. It actually is the most valuable remedy on the market. Other Cough Remedies may give relief, but they don't cleanse the system. Ask your druggist for it—

25 Cents a bottle.

umns, does not look like a blotch on the face of Nature after being reproduced in a smaller form.

This is one of the tests of an effective advertisement. If a drawing is well balanced and if the copy is properly displayed, it will stand all sorts of ill treatment and still look like something.

The large form in which this advertisement appeared was remarkably striking on account of the balance of the black and white, and the strong, solid lines not only show up beautifully in a large advertisement, but cannot run together or get tangled up when the ad is reproduced in smaller form.

Think this over. It is important.

* * *


This Cresca Figs advertisement occupied four inches double column in a well-printed newspaper. This is an excellent example of how not to do it.

Here are four or five kinds of type, a disjointed border, confusing

"This is the best."

Do You Know

that Figs have character just the same as people?



"More than a little better."

CRESCA FIGS

"Have a tendency to individuality."

By carefully selecting the richest, ripe fruit, and then skillfully cooking it, we have reproduced in the CRESCA FIGS, the true flavor of figs in England.

"A truly little small basket of Cresca Figs."

Sole sale by all leading dealers

SEID & BRADY,
309-321 Greenwich Street, New York.

display and, all in all, a mixture which is far from desirable.

Those who take the trouble to read this advertisement ascertain that Cresca Figs have a distinctive individuality. Judging from the arrangement of the advertisement, that individuality must be of a kind to invite dyspepsia.

Compare this advertisement with either the Laxa-Pine or the Chase ad, and note the difference.

This Figs ad occupied practically the same space as the Chase Piano ad, but what a difference in the result!

Manufacturers

Of food products and other goods sold under trade mark or brand will find it profitable to use **THE MERCHANT AND MANUFACTURER**, Nashville, Tenn., as it goes direct to the country merchants throughout the middle South.

THE SPURIOUS AND THE GENUINE.

That the system of measuring newspaper circulation as devised and practiced for thirty-six years by Rowell's American Newspaper Directory is more and more recognized as the best and most practical one is shown in the recent attempt of advertising journals to imitate the Roll of Honor system of PRINTERS' INK, without having as a foundation to stand upon any recognized definition of what is meant by the word "circulation."

Among others, *Mahin's Magazine*, of Chicago, has established a classified department called "Daily Newspapers of Proved Circulation." A portion of the first page of that department is here reproduced, including the heading:

necessary is to swear to some figures. What constitutes a detailed statement, and whether it shall cover the issues for a week, a month or a year, or may consist of what the newspaper man is willing to swear he is "going to do," is not specified.

Mahin's Magazine is a monthly publication, and for cards as the ones above shown a charge of \$24 per year is made. The utter worthlessness of this system to an advertiser is plainly set forth in the following letter to *Mahin's Magazine*, a carbon copy of which has been handed to PRINTERS' INK:

LEXINGTON, Ky., March 10, 1904.

Editor of *Mahin's Magazine*:

We are in receipt of yours of March 8 urging upon our attention the "proved circulation" feature of the *Mahin Magazine*. We addressed your Mr. Mahin on this subject at some length a

Daily Newspapers of Proved Circulation

No advertisements will be inserted under this heading unless the publisher furnishes a sworn detailed circulation statement.

CALIFORNIA

SAN FRANCISCO CALL

Sworn Statement:

Average Daily Circulation in 1903, 61,034
Average Sunday Circulation in 1903, 82,015

SAN DIEGO EVENING TRIBUNE

Sworn Circulation 3120

Guaranteed largest evening circulation south of Los Angeles, 125 miles distant. Full associated press service.

CANADA

TORONTO DAILY GLOBE

Sworn Circulation 46,997

Circulation during the past eight years: 1906, 22,000; 1908, 26,000; 1907, 31,314; 1908, 34,806; 1909, 37,000; 1900, 47,120; 1901, 44,053; 1902, 44,000; 1903, 46,977.

COLORADO

THE ROCKY MOUNTAIN NEWS

Daily, 33,643; Sunday, 65,983

The representative newspaper of the West. Established 1859. Published morning and Sunday.

THE DENVER TIMES

Sworn Circulation for 1903, Daily, 28,990

The home evening newspaper of the West. Established 1872. Published afternoon and evening.

MUSCATINE DAILY JOURNAL

Sworn Circulation 4,344 Copies

Only evening newspaper in Muscatine, and guarantees advertising a daily circulation three times greater than its morning competitor, or no pay for space. Established in 1840.

OTTUMWA DAILY COURIER

Sworn Daily Circulation 4,312

Leading newspaper in Southeastern Iowa, practically the only daily newspaper in Ottumwa, a city of 30,000 people.

SIOUX CITY JOURNAL

Sworn Circulation 19,492

Is read in seven out of every eight homes in Sioux City. Morning and evening editions.

LOUISIANA

NEW ORLEANS ITEM

Sworn daily average circulation 1903, 15,641, October, 16,767, November, 17,338, December, 18,369, January, 1904, 19,395. The official journal and only two-cent newspaper in New Orleans.

MASSACHUSETTS

SPRINGFIELD (MASS.) UNION

Morning, Evening, Sunday.

Sworn Circulation 1903 Daily, 23,966 net.

The sub-head reads: "No advertisements will be inserted under this heading unless the publisher furnishes a sworn, detailed circulation statement." It will be noticed that no conditions are made how a publisher shall arrive at a total of a circulation figure, nor is any condition imposed to cover any given period. All that's

week or two ago in response to a somewhat similar letter and we can only repeat what we said in substance then. Our experience is that the newspaper which swears to its circulation and does not commit perjury is at a disadvantage, and will be until every advertising agency and newspaper directory adopts the rigid rating rules of Rowell's Newspaper Directory.

We have for years made a detailed circulation statement for every issue in the year and reported the same under

oath to such newspaper directories and advertising agencies as made a request or gave any credit for same, being the only Lexington daily newspaper making such a report. As we are on record in directories and in our own columns with a sworn statement which presents our actual circulation day by day, there is no chance for us to "water" our figures in directories that guess at circulation or publish without question any figures that may be furnished them. One of the most pretentious directories that comes to our desk gives the *Leader* in its 1904 issue credit for 3,500 on weekdays and 3,700 on Sunday, when our actual sworn average for 1902, published over and over again, was 3,738 daily and 4,008 Sunday. Our 1903 figures, which have also been published broadcast, average 3,828 daily and 4,092 Sunday. This directory, therefore, in the face of sworn circulation figures, gives us credit for between 300 and 400 less on each edition than we have proved under oath. On the other hand, it credits to an esteemed contemporary, which has never published a circulation statement, and is not accorded a figure rating in Rowell's directory, a circulation of 1,200 greater than the *Leader* on weekdays and 1,400 greater than the *Leader* on Sunday. We are not making any attack upon our contemporary, and do not presume to say how much circulation it enjoys, but in this connection it must be a matter of some significance that the *Leader* alone publishes a complete detailed circulation statement in its own columns every month and in Rowell's directory every year, and that the *Leader* alone threw open its press room and submitted all of its office records to the expert auditor of the Association of American Advertisers, whose examination verified every claim made by our published statements.

The directory from which we have quoted the above figures is not an exception in this matter, as the *Leader* is put at the same disadvantage in most of the directories we have examined, and we believe you will agree with us that we actually lose prestige away from home, where these figures are given credence by people who are not familiar with local conditions, by publishing sworn statements of actual circulation

to be contrasted side by side with generous guesses and "watered" estimates. Under the circumstances we do not believe that we would be justified in paying you even the modest sum of \$24 a year for advertising the disadvantages of sworn circulation figures.

Yours very truly,

LEXINGTON (KY.) LEADER.
SAM J. ROBERTS, Proprietor.

The editor of the American Newspaper Directory does not require a *sworn* statement. What he wants is one that is true and accurate, covering all the issues for a whole year previous to the date of the statement and signed by some one having the requisite authority. If the publisher insists on swearing to its accuracy he may do so. The perfunctory oath don't hurt it much.

What makes the Roll of Honor of value and gives it the reputation of being the most practical step in scientific advertising is the system upon which it is based. A two-line advertisement in the Roll of Honor costs \$20.80 for a whole year, fifty-two weekly insertions, and by taking one additional line, which costs 20 cents a week, a publisher may state his circulation gains for a week, a month or a quarter just past, upon the basis of the same excellent system upon which he has stated his daily average for a year.

"Four Kinds of Men" is a costly booklet from the Griffith-Stillings Press, Boston, describing four kinds of customers with which every printing house deals. The description takes the form of a story, and is supplemented with specimens of the firm's commercial printing, with particular reference to advertising literature and catalogues.

THE TORONTO STAR.

Sworn daily average
circulation for March,

30,658

Big increase in circulation—old rates still in force.

It's the favorite medium with all local advertisers. THE STAR carries more display advertising from local space users than any other paper in Toronto. The "Home" merchant knows.

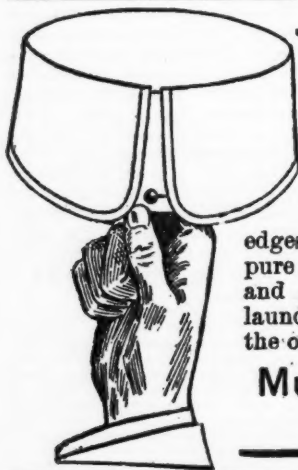
The Chas. T. Logan Special Agency, Foreign Representatives,
Tribune Buildings, New York & Chicago.

WEEKLY AD CONTEST.

EIGHTH WEEK.

In response to the weekly ad contest seventy-four advertisements were received in time for report in this issue of PRINTERS' INK. The one here reproduced was deemed best of all submitted. It was sent in by James P. Brown, 315 Seventh street, Bristol, Tenn., and it appeared in the Los Angeles, Cal., *Times* for March 31, 1904. A coupon was mailed to Mr. Brown as provided in the conditions which govern this contest, viz.: Any reader may send an ad which he or she notices in any periodical for entry. Reasonable care should be exercised to send what seem to

be good advertisements. Each week one ad will be chosen which is thought to be superior to every other submitted in the same week. The ad so selected will be reproduced in PRINTERS' INK, if possible, and the name of the sender, together with the name and date of the paper in which it had insertion, will also be stated. A coupon, good for a year's subscription to PRINTERS' INK, will be sent to the person who sends the best ad each week. Advertisements coming within the sense of this contest should preferably be announcements of some retail business. The sender must give his own name and date of the paper in which the ad had insertion.



We Have Taken in Hand

the collar question—saving our customers a lot of annoyance from rough edges and sore necks. Notice the pure white color, domestic finish and general appearance of our laundering—no comparison to the ordinary kind.

Munger's Laundry.

814-818 S. Main St.
Phones 1350.

BOK DOESN'T LIKE BILLBOARDS, BUT THEY SUIT LORIMER.

In various parts of the country vigorous crusades under the banner of art are waging against advertisements in public places; and beyond question, there are places that ought to be sacred from the sign-painter and the billboard. But on the other hand, isn't there a good deal of nonsense in this crusading? Are the elaborate signs, the flaming and varied pictures on dead walls and in vacant places in cars and stations "unsightly" and "offensive"? Aren't they more often clever, amusing, beguiling and, on the whole, less unsightly than the vacant places would be? Wouldn't many of our passionate devotees of "art" find them "picturesque" if they were in a strange, far-away land or were described in a

handbook of the Italian cities of the Renaissance? There are few subjects about which so much "rot" is talked as about "art." Simple people should be cautious and alert when the self-appointed high priests of aesthetics are preaching.—*Saturday Evening Post*.

IT'S AN INVESTMENT, SO BE LIBERAL.

What are your advertising bills a month? Have you kept account of this item? Are you spending enough on this end of your business? You may believe in a general way you are, without really thinking about it. There is prevalent far too much of a disposition to regard advertising as an occasional expense. This view is terribly antiquated, seen from a modern business standpoint.—*Sullivan's Monthly, Los Angeles*.

PRINTERS' INK.
OUR POST OFFICE.

17



The above is a photographic reproduction of an envelope recently delivered at 10 Spruce street, the Little Schoolmaster's home. The address consists of ten pen-drawn spruce trees and the typewritten words *New York City*. At the New York City Post Office the official whose duty it is to look after insufficiently addressed mail wrote in red ink upon the letter "try 10 Spruce St." before giving it in charge of the letter carrier. He evidently remembered the seal of the Geo. P. Rowell & Co. stationery that had been in use for many years, and which has often appeared in *PRINTERS' INK* and on the front cover of the American Newspaper Directory, with a slight variation in the wording. It is shown in the cut here reproduced.

trademark of the concern whose name it bears. Mr. George P. Rowell originated the design personally about twenty-five years ago.

PRINTERS' INK DOUBLES THEIR WANT ADS.

INDIANAPOLIS, IND., April 9, 1904.

Editor of *PRINTERS' INK*:

Please change the Star League's "Want Ad" advertisement to copy inclosed herewith.

Incidentally it may be of interest to you to know that the Indianapolis *Star's* classified advertising, both foreign and local, has more than doubled since our first ad appeared in *PRINTERS' INK*. We can trace a large percentage of the increase in the foreign classified to our ad in your "Want Ad Medium" column. The increase March over April was 16,917 lines. We go to press for to-morrow's *Star* with over two full pages of classified ads.

The increase in Muncie and Terre Haute was proportionately as large in the foreign department.

Yours very truly,

THE STAR LEAGUE,

Wm. H. Rankin, Manager Classified Advertisement Department.

A CORRECTION.

ITHACA, N. Y. April 7, 1904.

Editor of *PRINTERS' INK*:

We note in the list of advertising agents you are sending out that this agency is listed as the C. F. Wyckoff Company, Ithaca Trust Building, Ithaca, N. Y. This should be the C. F. Wyckoff Company, East State street, Ithaca, N. Y.; 15 School street, Boston, Mass.; 1026 St. James Building, New York City.

We trust you can make these corrections in case you publish such a list again. Yours truly,

THE WYCKOFF COMPANY.



Cable Address "Tenspruce."

This seal had become, through use during long years, a sort of

AGENCIES SAID TO BE IN GOOD SHAPE.

In publishing the particulars of the Pettingill failure, in the issue of April 6, **PRINTERS' INK** gave publicity to the offhand opinion of a New York special, who stated his belief that only four general advertising agencies in the United States were on a sound financial footing—the Ayer, Derrick, Rowell and Dauchy agencies. This opinion has aroused a good deal of verbal protest from the agents, and it is generally held that the special who made this assertion was speaking altogether at random.

"Perhaps there are no more than four of the large agencies in solvent condition," said one agent, "but I would undertake to name at least ten of the smaller agencies that are not only solvent, but that operate conservatively on moderate capital. These concerns have only dollars to the big fellows' eagles, but their business is never a source of danger. They can never involve publishers for a cool million."

"Every publisher, big and little, seems rushing to lock the barn door since the Pettingill failure," said Ben B. Hampton, of the Hampton agency. "Unusual efforts have been made to collect everything in sight from the advertising agents in the past two weeks. It is doubtful if any of the better class of agents find fault with this course of procedure. On the contrary, they have for months been urging the newspaper publishers to institute a system of cash discounts. The magazine cash discount plan works so well that the newspapers could do no better than to work out a modification of this system. The agent who does not take his cash discounts from the magazine is promptly and properly counted down and out—and if the same system was in force with the newspapers many of the present evils would be eliminated. So far as the financial condition of advertising agents generally is concerned, I am of the opinion that your informant is making statements without an extensive knowledge of the facts. Such sweeping condemnation is not only unfair,

but at such a time as this is unwise. There have been several instances of advertising agents passing through a bad spell of financial weather, and coming out in fine condition. Such stories as this have a tendency to cripple a weak agency, and that would help no one.

"The advertising agency business at this time is conducted on a very narrow margin of profit. In a large measure this is due to irresponsible or inexperienced agents who are at present as freely recognized and given as wide credit as are the responsible, careful agents. The temptation to extend credit is almost irresistible. Competition is so keen that the inexperienced agent is constantly afraid the other fellow will grant credit if he refuses. By and by, he learns that the only agent who does foolish things is the fellow who is preparing for a smash. An instance of this kind came to our attention during the past year, when a New York agency went to pieces. An examination of the assets showed accounts and bills receivable from three different concerns that had been refused credit by the Ben B. Hampton Co. I learned afterwards that at least two of these advertisers had offered their business to several New York agents without success until they found a welcome in the agency that soon after went up the flume.

"Very little, if any, credit is extended by agencies on magazine advertising. The magazines require a contract from the agent that he will not allow the five per cent cash discount to an advertiser unless he pays his bill in time for the agent to earn the cash discount from the publisher. This has had a tendency to make prompt collections on magazine advertising. The trouble comes on newspapers. No two papers in a given city have similar rules regarding collections—at least, if there are rules, they are not enforced. The agent is given from thirty days' to two years' time. The experienced advertiser knows this and he does not worry about prompt payment to his agent. One delay leads to another, and one

bad habit leads to another—it is not a long step from giving time to a reliable advertiser to carrying a weak one, and by and by the agent wakes up to find himself bankrupt. The cash discount will stop all this sort of business instantly—that is, if the newspaper publishers and the leading special agents will enforce it as rigidly as the magazine publishers.

"Referring again to the financial condition of the majority of the advertising agents, why should not the American Newspaper Publishers' Association safeguard its members by the adoption of some such plan as the following: Require each agent to submit once a year a certificate from a reliable firm of accountants and auditors showing, first, the solvency of the agency; second, that the agent's system of bookkeeping is such that he knows his financial condition once a month. This would be protection against both the irresponsible agent and the incapable or inexperienced agent. I believe that much of the trouble with advertising agencies is caused by defective systems of bookkeeping. Agency accounting is intricate, and unless a good system is employed a monthly trial balance and a correct report sheet are impossible.

"The books of the Ben B. Hampton Co. are audited regularly by Gunn, Richards & Co., expert accountants, 30 Pine street, New York. They not only examine every detail of our operating system and report on our standing, but show where we can lessen labor or arrive at more accurate calculations. We have just forwarded to Mr. Bryant, secretary of the A. N. P. A., a statement from Gunn, Richards & Co., testifying that they find, after auditing our books for the two years ending January 31, that our assets are more than ample to pay all our debts, and that our bookkeeping system enables us to know our assets and liabilities every thirty days."

"How Some Banks Grow in Strength" is a brochure dealing with bank advertising, published by W. Arthur Lydiatt, Toronto, who is a specialist in bank publicity. A sheet of specimen bank ads accompanies it.

1903 A RECORD YEAR

FOR THE

Chicago Record-Herald

Among Chicago morning newspapers the advertising published in 1903 as compared with 1902 shows THE RECORD-HERALD gained 706 columns 71 lines. The Tribune lost 860 columns 212 lines. The Examiner and Sunday American lost 2,707 columns 99 lines.

This, notwithstanding THE RECORD-HERALD refused to publish many advertisements accepted by other papers, and all the rates of THE RECORD-HERALD are on its rate card. The only morning paper in Chicago that dare publish its circulation.

The average circulation for

1903 : Sunday, 191,317;

Daily, 154,218.

The largest two-cent circulation in the United States, morning or evening.

"Ar ye Lunch Hour" is a folder from the lunch room of C. N. Stevens, Philadelphia, offering a solution of the noon-time problem—"Where shall we go to eat?" Such folders are so scarce in every business district that the present production opens up a whole new field of advertising.

THE Illustrated Champion is a farm paper published every 50 often by the International Harvester Co., 137 Michigan avenue, Chicago. The edition is said to be 100,000 copies, and enough general matter of interest to farmers is printed to lift it out of the "house organ" class.

RESULTS! That's what you're after. My copy must bring you results, or you can't pay me. You can get documentary evidence of my ability by writing me on your business stationery.

ADOLPH EISEMAN,

"The Business Builder,"

11 WEST 51st STREET,

NEW YORK.

CORRECT ENGLISH

HOW TO USE IT

A MONTHLY MAGAZINE for everybody who uses the English language.

JOSEPHINE TURCK BAKER, Editor.

\$1.00 a year 10c. a copy

Young men wanted in every large city to represent circulation and advertising departments.

CORRECT ENGLISH

Evanston, Ill.

ARE THERE OTHER OPINIONS?

203 Broadway,
NEW YORK, April 4, 1904.

Editor of PRINTERS' INK:

In a case where an advertiser uses a different key number each month and through error the same key number is used in the second insertion, is it the custom not to charge for the second insertion?

The key number has in no way lost the advertiser any orders or means of identifying the order.

Your reply in the columns of PRINTERS' INK will be greatly appreciated.

Yours very truly,

YOUNG'S MAGAZINE.

The above was submitted to Mr. Thomas Balmer, an expert on such matters. Mr. Balmer goes on record as follows:

Answering the first paragraph of the letter from *Young's Magazine*, truth and candor require me to say that I believe that in the past it has been the custom not to charge for the second insertion.

From time to time this custom has made some bad debts, so that one may now say that it has been the custom of periods, rather than a custom universally recognized at all times. Several magazines now announce, on their rate card, that deduction or rebate for error in the "key number" of an advertisement will not be allowed. There is no reason why reinsertion of an advertisement should be made unless distinct damage has been done; and it is not fair to insist upon the recognition of a custom which is not warranted either in law or common sense.

The second paragraph in this letter opens the way to a large and expansive discussion. Sometimes the key number in error might be the duplicate of the key number in another magazine, so that the second point made in that paragraph is not correct; but the other point is correct. No orders are lost. As a point of fact, the whole value of the advertisement is obtained just as if there had been no error in the key number. The mere fact, however, that the advertiser wants to know what the publisher will do for him, for a certain advertisement, and for a particular insertion, may be of value to him, but this is no reason why the publisher should pay him the big, fictitious value he places on the advertisement—on that particular insertion of it.

There are magazines which make a practice of duplicating an insertion in which a wrong key number appeared. It is easy to see, from my point of view, that they make themselves very cheap. They are willing to pay a big penalty for an error—which may be all braggadocio, for all I know. I think this custom might well be classed with some now nearly obsolete customs of an earlier advertising period—such as, for instance, the obligation of the publisher to run copy just as sent, when, in reality, he is not bound to accept copy at all, etc., etc. Such ideas should be set to rest in an

early grave as speedily as possible; and every publisher who stands for his right when requested to honor this old-time custom does the advertising world a service.

IT IS GREAT!

BOSTON, April 6, 1904.

Editor of PRINTERS' INK:

An announcement of your prize offers for articles, etc., in the literary magazine, the *Editor*, called my attention to PRINTERS' INK, and I procured two copies. Although I failed to see any prize announcement, yet I found your magazine just what I wanted, as I am interested in adwriting. In fact, it is great! I have ordered my newsdealer to leave it regularly.

I have read with much interest your article, "The Ad School Again," and can testify to the truth of many of your statements.

I have also read the articles, "Not a Sucker," by W. Williams, and "A Good Deal of Faking," by G. H. Powell. While I am not one of his students, I am led to believe that Mr. Powell is conducting a real, instructive ad school which turns out numbers of real, good adwriters; but most of the schools I believe to be fakes.

Nearly two years ago I began to study adwriting under the direction of the Correspondence Institute of America, of Scranton, Pa. I completed twelve lessons; but, with the exception of now and then a mark of "good," "poor" or "excellent" on some of my work, every criticism was a "form" one, and seldom applied to my work.

You say in your article, "A member of the 'faculty' of another school once admitted to the Little Schoolmaster that his course was designed to discourage the student after the first few lessons."

Well, the "hoodoo" thirteenth lesson was evidently meant for the "discourager" in the Correspondence Institute, for this is what was required: The student to select ten different articles from a list furnished, and write twenty complete ads with a dummy for each, making forty pieces in all. He was then to evolve the name for a new candy, describe it and write an ad with dummy; after this he was to fill out an idea sheet of original ideas for advertising, winding up by answering a sheet of questions, one of which was tacked on to each lesson.

I thought I "smelled an odor." It seemed to me that the school had a mighty good chance to benefit from the students' work on that lesson—ads, ideas, and all—so I wrote to the school and asked if it made use of students' work for itself. I deemed their reply, if not evasive, at least not satisfactory, and stopped right there.

Now, I have the twelve completed lessons, a good portion of my work on same and the school's criticisms. If you wish to see them, I will gladly send them to you. Very truly yours,

WM. H. JORDAN,
6 Windermere Road, Dorchester, Mass.

The most dangerous competitor you have is envy of your competitors.

DAILY NEWSPAPER INVESTIGATIONS.

III.

Publishers of daily papers who have confidence that the more the world knows about them and the field they occupy the better it will be for them, their field and the world, are advised that PRINTERS' INK is prepared to investigate and report upon any field to which its attention is invited.

The conditions upon which examinations will be made and the reports published are these:

Everything that appears as reading matter in PRINTERS' INK goes in free.

The PRINTERS' INK ambassador who visits the field will report the conditions as he finds them, and his report will not be exhibited to local publishers until after its appearance in PRINTERS' INK.

It is intended to visit and report upon every American town in which a daily paper is issued. The time of the visit will be at the convenience of PRINTERS' INK.

If a special report at a specified time is desired, the parties interested will be required to advance a sum of money sufficient to pay the reporter's expenses. This will in no case be less than \$50.00 nor over \$250.00, except for towns beyond the Mississippi.

Those who pay the cost of the inquiry will have no privileges or better treatment than will be extended to those who assume no share in the expense.

The benefit, if any, will come from having the advertising public better informed about facts and conditions as they do exist instead of as they are supposed to exist or did at one time exist.

The reports printed below are

based upon investigations made by Mr. W. F. Hamblin, of the New York advertising agency of Geo. P. Rowell & Co.

BRIDGEPORT, CONN.

Bridgeport is the third city in Connecticut in point of population. It is 56 miles from New York and the New York papers get there before early breakfast. Still, Bridgeport supports four one-cent dailies, and one of them, the *Evening Post*, did, four or five years ago, print from ten to twelve thousand copies daily. Of late conditions have changed and at the present time none of the four Bridgeport papers seems to be prepared to reveal the facts about its daily issues in any very definite way. The editor of Rowell's Newspaper Directory failed to get a single circulation report from Bridgeport for his 1904 issue, although in previous years the *Post* and *Morning Telegram-Union* had sent definite and satisfactory statements.

Early in 1903 there was a trolley strike in Bridgeport that revived labor union agitation and resulted in an immense growth of the various organizations.

The Bridgeport *Farmer* unionized its office, printed the union label on its editorial page and, at a cent a copy, claims to have gained circulation very rapidly. The Bridgeport *Post* had previously been regarded as the leading paper in point of circulation. Now that claim is not admitted. The Bridgeport *Standard* resisted the labor organizations for about a year, but general sentiment became such that the manager finally saw fit to change his attitude and is now conducting a union office and, as the paper had already been reduced to a cent a copy, it is said to be making rapid gains through the co-operation of various union officials. It is the best paper from a news standpoint. In times past it has not been known to claim to issue more than 4,000 copies, and the Directory has not credited the *Farmer* with issuing even so large an edition as 4,000.

My first call in Bridgeport was at the department store of D. M.

Read Co. This is regarded as the leading high-class store. Six different people in various parts of the store were talked with; four of them said the *Standard* was the best paper, the other two said the *Post*. At the store of the Howland Co. three people said the *Post* was the leading paper, two regarded the *Standard* most favorably and one the *Farmer*.

A hotel clerk said the *Standard* was in most demand in his house, a jeweler said the *Standard* gave best results for his business, a prosperous-looking citizen on the street said that he regarded the *Post* as having the largest circulation but the *Standard* as the best paper. When asked specifically about the *Farmer*, he said: "Oh, yes, that is a labor paper."

A leading druggist said that patent medicine people had used the *Post* largely in years past, but seemed to be changing, and the *Standard* and the *Farmer* were both profiting by the *Post's* loss.

A city employee said the *Farmer* is the best paper and didn't know anything at all about the *Standard*. He once read the *Post* regularly, but did not like its attitude on labor questions.

A policeman said the *Post* was so much the best paper that he did not care to read any other. He added that he supposed the *Standard* was read by the society people.

A bank teller said the *Standard* was the best paper for financial advertising.

A letter carrier said he preferred the *Farmer* to any other paper.

A real estate dealer said the *Farmer* was his favorite, based on returns from advertising.

A number of newsboys on the street said they sold more *Farmers* than any other paper.

At the office of the Bridgeport *Standard* I was impressed by the businesslike air of the place. Manager Stevens is so enthusiastically full of the worth of the *Standard* that he is very convincing. He said that he had not allowed the Advertisers' Association to make an investigation of his circulation, but that he intended to do so. He said

that the present circulation of the *Standard* was considerably over 6,000. This is a lower claim than any other Bridgeport paper is making. I happened to know the cost of the white paper used by the *Standard* in 1903, and it shows Mr. Stevens' claim of 6,000 is made in good faith. Such a solid figure, connected with the high and conservative class of the paper's circulation and its excellent news quality, makes it a rather attractive proposition for a general advertiser in a town where the newspaper conditions are so generally unsatisfactory as they are in Bridgeport.

At the office of the *Farmer* I am not quite sure who it was I saw. I asked for the business manager, and he said that was his position, also that he was advertising manager and the circulation was 10,000 and that it was the only union paper in Bridgeport. At this point he was called away to supply the newsboys who were calling for papers. If his paper is circulating 8,000 copies and his rates are as stiff as I am told, the paper should be making money.

Mr. Hills, proprietor and manager of the Bridgeport *Post* and *Telegram-Union*, was not in his office when I called. The office is undoubtedly the best newspaper office in Bridgeport. The people in charge were active and courteous. They make the same statement in regard to circulation that Mr. Hills furnished the American Newspaper Directory in 1900, that is between eleven and twelve thousand. Bridgeport people do not think he has got it, and the Directory editor has failed to get Mr. Hills to sign any such claim since the year 1900.

The *Morning Telegram-Union* is supposed to print something more than 4,000 papers. It is the only morning paper in Bridgeport, but no one with whom I talked mentioned a morning paper as among those they read.

A large number of New York papers are sold in Bridgeport, the *Journal*, *World*, *Herald* and *Sun*, in the order named. On Sunday the *Journal*, *World* and *Herald* are sold in overwhelming numbers.

They get there much earlier than the people awake to read them.

Bridgeport as a whole is extremely hard to definitely gauge because of the changing conditions. The *Post* was ahead, the *Farmer* now may be in the lead and the *Standard* is showing such unusual vigor that a month or two may place it well towards the front in quantity, while in quality of circulation its position is unquestionably first. A general advertiser considering this field would undoubtedly use two papers. One of these would be the *Standard* and the other selection, judging by the past as well as the present, would be the *Post*. It would not seem to be easy to find another town where newspaper conditions are so puzzling and so unsatisfactory as they are in Bridgeport.

ANSONIA, CONN.

The valley of the Naugatuck is crowded with people and should be a profitable field for most general advertisers. The largest city in the valley is Waterbury, but its papers do not reach Ansonia, which is one of the best sections of that field. Ansonia is a little newspaper kingdom, controlled by the *Ansonia Sentinel*, which is undoubtedly strong enough to defend its territory against the papers of New Haven, twelve miles away; Waterbury, sixteen miles away to the north, and Bridgeport, sixteen miles away to the south.

Ansonia is flanked by two large towns and a half dozen good-sized villages. Ansonia numbered 12,681 people in the last census; Seymour, only three miles away, in the direction of Waterbury, had 3,541; Derby had 7,930, and is so close to Ansonia that a stranger would not know when he passed from one into the other; Shelton had 2,841—a total of 26,993.

The *Sentinel* makes a definite and clean statement that its average circulation per day for 1903 was 4,925. It is easily believed that the total number of families in this section is scarcely any larger. There are very few papers in the United States that can show anything like such a proportion of

sales to the population of the field it occupies.


The *Sentinel* was established thirty-two years ago. When it had reached the dignity of five years of age and 1,000 or less subscribers, Mr. J. M. Emerson took charge as editor and publisher. In twenty-seven years he has progressed with the times and kept his paper so good in news and so strong in business management that a dozen or more attempts at competition have fallen by the wayside. There is not in Ansonia any other paper of any sort, and papers published outside find it mighty hard sledding to get into the town.


Mr. Emerson is an extremely energetic man and carries the responsibilities of every department of his publication, and still has time to round up the leading advertisers in New Haven as well as in his own town. The New Haven department stores use about the same sized advertisements in the *Sentinel* that they do in the New Haven papers. As they have done this for years, there can be no question that Ansonia, Derby and Shelton people patronize New Haven stores, yet no New Haven paper has ever succeeded in establishing itself in this territory, although they have all had spells of trying it. There seem to be fewer New York papers in proportion to the size of Ansonia than in any other town in Connecticut I have yet visited.

There is excellent trolley railroad service between Ansonia and Bridgeport as well as to New Haven. Because Mr. Emerson's record is not the result of a special spurt, his success promises to be permanent. The *Sentinel* occupies the highest possible position, covering almost every home into which any newspaper goes, and taking advantage of all available opportunities of extending its field. This means the best kind of service for an advertiser, especially as it is well printed, attractive in general appearance and a newspaper in the strongest sense of the word.

It not only pays to advertise, but it pays to answer advertising.—*Tengwall Talk*.

THE WANT-AD MEDIUMS OF THE COUNTRY.

 Printers' Ink has always held that newspapers which carry the largest number of want advertisements are closest to the hearts of the people, and are for that reason not only prosperous, but of a distinct profitableness to an advertiser.

 Publications entitled to be listed under this heading are charged 10 cents a line a week. Six words make a line.

ARKANSAS.

THE Arkansas GAZETTE, Little Rock, established 1819. Arkansas' leading and most widely circulated newspaper. Average, 1903, 8,311 copies.

THE GAZETTE carries more Want ads than all other Arkansas papers combined. Rates, 10 c. a word. Minimum rate 30c.

CALIFORNIA.

THE TIMES prints more "Want" and other classified advertisements than the other five newspapers in Los Angeles combined. It is the medium for the exchange of commercial intelligence throughout the whole Southwest.

Rate—ONE CENT A WORD FOR EACH INSERTION; minimum charge 25 cents. Sworn daily average for year 1903, 56,656 copies. Sunday circulation regularly exceeds 51,000 copies.

COLORADO.

THE Denver Post, Sunday edition, April 10, 1904, contained 3,413 Want ads, a total of 84 2-10 columns. The Post is the big Want medium of the Rocky Mountain region. The rate for Want advertising in the Post is five cents per line each insertion, seven words to the line.

DISTRICT OF COLUMBIA.

THE Washington, D. C., EVENING STAR (☉) carries DOUBLE the number of WANT ADS of any other paper in Washington and more than all of the other papers combined.

MAKE COMPARISON ANY DAY.

GEORGIA.

THE Atlanta JOURNAL carries three times as many Wants as its chief competitor.

ILLINOIS.

THE Chicago DAILY NEWS is the city's "Want ad" directory. It published during the year 1903 10,781 columns of "classified" advertising, consisting of 634,636 individual advertisements. Of these 205,556 were transmitted to the DAILY NEWS office by telephone. No free Want ads are published. **THE** DAILY NEWS rigidly excludes all objectionable advertisements. "Nearly everybody who reads the English language in, around or about Chicago reads the DAILY NEWS," says the *Post Office Review*.

INDIANA.

TERR HAUTE STAR carries more Want ads than all other Terre Haute dailies.

THE MARION LEADER is acknowledged the best result getter for classified advertisers. One-half cent per word each insertion.

MUNCIE STAR carries more Want ads than any other Indiana morning newspaper, with the exception of the Indianapolis STAR.

INDIANAPOLIS STAR since January first has more than doubled the volume of its Classified advertising. On Sunday, April 10, the STAR carried more than two full pages of Want Ads.

THE Indianapolis News in 1903 printed 125,894 more classified advertisements than all other dailies of Indianapolis combined, and printed a total of 254,123 separate and distinct paid Want advertisements.

KENTUCKY.

THE Owensboro DAILY INQUIRER carries more Want ads every week than any other Owensboro newspaper carries in any month. Eighteen words one week, 25c.

MARYLAND.

THE Baltimore NEWS carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE Brockton (Mass.) DAILY ENTERPRISE carries more than a solid page of "Want" ads—30 words 5 days, 25c. Copy mailed free.

MINNESOTA.

THE Minneapolis JOURNAL carries more Want ads than any other daily paper in the Northwest. In 1903 the JOURNAL's Wants exceeded any other Minneapolis daily by 55 per cent.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis and has been for many years. It is the oldest Minneapolis daily and has over 80,000 subscribers, which is more than 20,000 each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis than any other evening paper. It publishes over 50 columns of Want advertisements every week at full price, no free ads; price covers both morning and evening issues. No other Minneapolis daily carries anywhere near the number of Wanted advertisements or the amount in volume.

MISSOURI.

THE Joplin GLOBE is the leading daily in the Missouri-Kansas Lead and Zinc Mining district. Circulation over 11,000. A page of Want ads. Send for sample copy.

THE Kansas City JOURNAL (every morning, including Sunday), one of the recognized Want ad mediums of the United States; 11 to 40 columns paid Wants Sunday; 7 to 10 columns daily. Rate, 5 cents a line.

THE Kansas City TIMES (morning), **THE** Kansas City STAR (evening) carry all of Kansas City's "Wants." **THE** Kansas City SUNDAY STAR prints over eight pages of paid Wants every Sunday. The reason—because everybody in Kansas City reads the TIMES and the STAR.

NEBRASKA.

THE Lincoln DAILY STAR, the best "Want Ad" medium at Nebraska's capital, Guaranteed circulation exceeds 12,000 daily. Rates, 1 cent per word. Special Saturday rate, 15 words only, 3 times, 15 cents, cash. **DAILY STAR**, Lincoln, Neb.

NEW YORK.

THE POST-EXPRESS is the best afternoon Want ad-medium in Rochester.

THE EVENING MAIL of New York City. "Want Ads" in New York's leading evening newspaper are read by well-to-do people. If you are desirous of reaching classes and looking for sure results send for rates. "Agents Wanted," one cent per word; other advertising correspondingly low.

THE TIMES, OF ALBANY, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad medium, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, ten cents a line per issue flat; six words to a line. Sample copies, ten cents.

OHIO.

THE Dayton, O., HERALD has the call for classified advertisements in Dayton. It's the home paper and gives results.

THE MANSFIELD NEWS publishes daily more Want ads than any other 50,000 population newspaper; 20 words or less 3 consecutive times or less, 50c.; one cent per each additional word.

THE Toledo Daily Blade is the recognized "Want" medium of Northwestern Ohio. Excepting one Cincinnati publication, it publishes more "want" advertisements than any other newspaper in Ohio.

THE News' price for want advertising is twice that of any other paper in Dayton, and it carries 40 per cent more than its nearest competitor. During the year 1903 it gained 33 per cent over 1902, and carried 5,954 more wants than its nearest competitor.

THE Cadiz, Ohio, REPUBLICAN (weekly) publishes a free "Wants" and "For Sale" column, containing brief notices for farmers and other paid-in-advance subscribers. Free notices published one time only; all others one cent a word. Average space used, 15 to 25 inches each week. The most popular column in the paper. Average circulation for 1903, 2,833.

PENNSYLVANIA.

THE Chester, Pa., TIMES carries from two to five times more classified ads than any other paper.

THE JOHNSTOWN DEMOCRAT carries five times as much classified advertising as any other paper. Five lines or less, 50c.

PHILADELPHIA -- THE EVENING BULLETIN. If you have not received the right returns from your Want advertising in Philadelphia, try the BULLETIN. BULLETIN Wants Ads pay, because in Philadelphia Nearly Everybody Reads the BULLETIN. The BULLETIN has by many thousands the largest city circulation of any Philadelphia newspaper, and goes daily into more Philadelphia homes than any other medium. The BULLETIN will not print in its classified columns advertisements that are misleading or of a doubtful nature; nor those that carry stamp or coin clauses; nor those that do not offer legitimate employment.

RHODE ISLAND.

A GLANCE at the "Want" page of the Providence, R. I., DAILY NEWS will convince any reader that it stands second to none in Providence as a "Want" ad medium. We make a specialty of this business. One cent a word first time, ½ cent subsequent insertions.

TEXAS.

FORT Worth SUNDAY TELEGRAM—\$400 paid. Wants, 1 cent a word. A sure puller. Test solicited.

TEXAS STOCKMAN JOURNAL, Fort Worth—Only exclusive stock paper in TEXAS. Circulation 12,000. Wants, 1 cent a word.

VIRGINIA.

THE NEWS LEADER, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (37,414 aver. 1 year) and the recognized want advertisement medium in Virginia. Classified advts., one cent a word per insertion, cash in advance; no advertisement counted as less than 25 words; no display.

CANADA.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The FAMILY HERALD AND WEEKLY STAR carries more Want advertisements than any other weekly paper in Canada.

THE Toronto DAILY STAR is necessary to any advertiser who wants to cover the Toronto field. It is the paper of the present and the future. Sworn daily average circulation, 30,123.

THE Winnipeg FREE PRESS carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in the Canadian Northwest combined. Moreover, the FREE PRESS carries a larger volume of general advertising than any other daily paper in the Dominion.

EVENING TELEGRAM, Toronto, Canada, carries more classified advertising than any other paper in Canada. It carries from three to seven pages daily. On Saturday, March 12th, it carried 2,365 classified ads. Advertising rates are reasonable and invariable; its "pulling" power remarkable. Completely covers Toronto and suburbs, representing 279,528 white persons. Average for February, 31,392; all paid circulation.

NOTES.

SOME advertising, like the donkey's bray, can be heard a long way; but this does not argue that it is good advertising.

When you feel all run down, you take a tonic; when your business gets run down, give it a good dose of advertising and hustle.

A KEEN, clear appreciation of word values and a knowledge of human nature are the two vital things an advertiser needs in his business.

An interesting booklet from the Y. M. C. A. of Duluth, Minn., contains the association's annual report, and is accompanied by creditable literature advertising courses and classes.

The remarks of the Ralston miller are now sent out on cards suitable to hang in office or den. The color combination of the first specimen could be improved immensely—green paper never did match red ink.

The striking half-tone designs used as advertisements for *Comfort* in PRINTERS' INK are also made to serve as announcements of the closing of advertising forms, taking the shape of large folders.

"Good printing includes correct spelling, proper punctuation, good taste in type display and clean work," says Thomas H. Stafford, Plainfield, N. J., on a mailing card—and adds that he does that kind.

The programme of His Majesty's Theater, Johannesburg, South Africa, is a neat brochure of sixteen pages, managed in its advertising details by C. F. Markham of that city. The local advertising patronage is good, and the ads above the ordinary.

An advance card sent on by travelers for the Ralston Health Shoe, made in Campello, Mass., has an ingenious automatic diagram that gives ball, waist and instep measurements for any shoe of a given width and size. Needless to say it will be preserved.

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1903 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, or have supplied a similar statement for the 1904 issue of the Directory, now undergoing revision and to be issued in April, 1904. Such circulation figures as are mentioned last are characterized by a *.

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

The black figures denote the average issue for the year indicated. The light faced number in brackets denotes the page in the American Newspaper Directory which contains the details of the publication's character.

☞ Announcements under this classification, if entitled as above, cost 20 cents per line under a yearly contract, \$20.00 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

ALABAMA.

Anniston, Evening Star. Daily aver. for 1903, 1,551. Republic, weekly aver. 1903, 2,216 (*).

Birmingham, Birmingham News. Daily av. for 1903, 17,485 (*); last 6 months 1903, 18,052; guaranteed.

Birmingham, Ledger. Dy. Average for 1903, 16,670 (*). E. Katz, Special Agent, N. Y.

Montgomery, Advertiser. Advertiser Co. Average circulation for 1903, guaranteed, daily 11,071 (*)(☉), w'y. 18,567 (*), S'y. 15,051 (*).

ARIZONA.

Bisbee, Review, daily. W. B. Kelley, pub. In 1902 no issue less than 1,250 (46). In 1903 no issue less than 1,750.

Phoenix, Republican. Daily average for 1903, 6,088 (*). Logan & Cole Special Agency, N. Y.

ARKANSAS.

Fort Smith, Times, daily. In 1902 no issue less than 1,000 (53). Actual average for August, September, October, 1903, 8,100.

Little Rock, Arkansas Methodist. Geo. Thornburgh, pub. Actual average 1903, 10,000 (*).

Little Rock, Baptist Advance. W. Advance Pub. Co. (Inc.) Actual av., 1903, 4,550 (*).

Little Rock, Gazette, daily and Sunday. Arkansas' Leading Newspaper. Established 1819. Aver. 1903, Daily 7,904 (*), Sunday 9,840 (*). The only Arkansas newspaper that permitted the A. A. A. to examine its circulation. Smith & Thompson, Special Repre., New York & Chicago.

CALIFORNIA.

Fresno, Morning Republican, daily. Average for 1903, 5,160 (*). E. Katz, Special Agent, N. Y.

Oakland, Signs of the Times. Actual weekly average for 1903, 32,842 (*).

Oakland, Tribune, daily. Average for 1902, 9,952 (75). Tribune Publishing Company.

Redlands, Facts, daily. Daily average for 1903, 1,456 (*). No weekly.

San Diego, San Diegoan Sun. Daily average for 1902, 2,729 (30). W. H. Porterfield, pub.

San Francisco, Argonaut, weekly. Average for 1902, 15,165 (81). E. Katz, Special Agent, N. Y.

San Francisco, Bulletin. R. A. Crothers. Av. for 1902, daily 49,159, Sunday 47,802 (80).

San Francisco, Call, d'y and S'y. J. D. Spreckels. Aver. for 1902, d'y 60,335, S'y 71,584 (80). Av. 1903, daily 61,064 (*), S'day 82,015 (*).

San Jose, Evening Herald, daily. The Herald Co. Average for year end, Aug. 1902, 8,597 (36).

San Jose, Morning Mercury, daily. Mercury Publishing Co. Average for 1902, 6,266 (36).

San Jose, Pacific Tree and Vine, mo. W. G. Rohannan. Actual average, 1903, 6,185 (*). First three months, 1904, 8,166.

CONNECTICUT.

Hartford, Times, daily. Average for 1903, 16,509 (*). Perry Lukens, Jr., N. Y. Rep.

Meriden, Morning Record and Republican. Daily average for 1903, 7,582 (*).

New Haven, Evening Register, daily. Actual av. for 1903, 18,571 (*); Sunday, 11,292 (*).

New Haven, Palladium, daily. Average for 1903, 7,695 (*). E. Katz, Special Agent, N. Y.

New Haven, Union. Av. for 1903, 15,827 (*). S'y 8,260 (*). E. Katz, Special Agent, N. Y.

New London, Day, ev'g. Av. 1903, 5,618 (*). (115). Gain over 1902, 415; 3 mos. 1904, 5,642.

Norwich, Bulletin, daily. Bulletin Co., publishers. Average for 1902, 4,659 (115). Actual average for 1903, 4,988 (*).

Waterbury, Republican. Daily average 1903, 5,846 (*). La Cote & Maxwell, Spec. Agts, N. Y.

COLORADO.

Denver, Post, daily. Post Printing and Publishing Co. Average for 1903, 58,798 (*). Average for March, 1904, 49,048. Gain, 10,478.

☞ The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



DELAWARE.

Wilmington, Every Evening. Average guaranteed circulation for 1903, 10,784 (*).

Wilmington, Morning News, daily. News Publishing Co., pubrs. Av. for 1903, 9,958 (*).

DISTRICT OF COLUMBIA.

Washington, Ev. Star, daily. Ev. Star Newspaper Co. Average for 1903, 34,055 (*)(☉).

FLORIDA.

Jacksonville, Metropolis, daily. Acer. 1902, 8,595 (*). Av. last 6 months, 1903, 8,529.

Pensacola, Journal, mornings, ex. Mon. Av. 1902, 2,441. Av. 1903, 2,929 (*); Dec. 1903, 8,190.

Tampa, Morning Tribune, daily. Tampa Tribune Pub. Co. Average for 1902, 6,610 (*).

A Roll of Honor—Continued.

GEORGIA.

Atlanta, Journal, dy. Av. 1902, \$7,938. Semi-wy, \$4,105 (135). Present average, \$9,884.
Atlanta, News. Actual daily average, 1903, 29,104 (*). Av. December 1903, 25,720.
Atlanta, Southern Cultivator, agriculture. semi-mo. Actual average for 1903, \$6,125 (*).
Lafayette, Walker Co. Messenger, weekly. N. C. Napier, Jr., pub. Av. for 1903, 1,640 (*).

IDAHO.

Boise, Capital News, d'y and w'y. Capital News Ptg. Co., pub. Av. 1903, d'y 2,761 (*), w'y 2,475 (*). (151).

ILLINOIS.

Cairo, Citizen, weekly. Actual average, 1903, 1,110 (*). Daily, average 1903, 815 (*); March, 1904, daily, 1,183; weekly, 1,125.
Champaign, News. In 1903 no issue less than 1,100 daily and 2,400 weekly (153). In November, 1903, no daily issue less than 2,400.
Chicago, Ad Sense, monthly. The Ad Sense Co., pub. Actual average for 1903, 6,085 (176).
Chicago, Alkaloidal Clinic, monthly. Dr. W. C. Abbott, pub.; S. DeWitt Clough, adv. mgr. Guaranteed circulation none \$0,000. Av. for last twelve months, 25,230 (*), reaching over one-fourth of the American medical profession.
Chicago, American Bee Journal, weekly. Actual average for 1903, 7,455 (167).
Chicago, Breeders' Gazette, stock farm, weekly. Sanders Pub. Co. Average for 1903, 69,052 (167). Actual average for 1903, 67,850 (*).
Chicago, Dental Digest, mo. D. H. Crouse, pub. Actual average for 1903, 7,000 (*).
Chicago, Grain Dealers Journal, a mo. Grain Dealers Company. Av. for 1903, 4,554 (*). (100).
Chicago, Home Defender, mo. T. G. Mauritsen. Act. av. 1903, 2,409. Last 3 mos. 1903, 24,000.
Chicago, Journal Amer. Med. Assoc. W'y. av. 1903, 29,615 (*), Jan., Feb. Mar., 1904, 20,725.
Chicago, Masonic Voice-Review, mo. Average for 1903, 26,041 (182). For six months 1903, 26,166.
Chicago, Monumental News, mo. R. J. Haight, pub. Av. for year end, July, 1902, 2,966 (182).
Chicago, Musical Leader & Concert-Goor, w'y. Av. year ending January 4, 15,548 (*).
Chicago, National Harness Review, mo. Av. for 1903, 5,291 (183). First 3 mos. 1903, 6,250.
Chicago, National Laundry Journal, semi-monthly. Actual average for 1903, 4,965 copies.
Chicago, Record-Herald. Average for 1903, daily 154,218 (*), Sunday 191,817 (*).
Chicago, Retailer's Journal, monthly. Actual average for 1903, 6,785 (*).
Chicago, The Operative Miller, monthly. Actual average for 1902, 5,666 (183).
Chicago, Tribune, daily. Tribune Co. In 1902, 7A (100) (166).
East St. Louis, Poultry Culture, mo. Poultry Culture Pub. Co. Average 1902, 6,375 (192). Average first six months 1903, 14,835.
Evansville, Correct English, How to Use It, mo. Actual aver. year end'y March, '04, 10,000 (*).
Kewanee, Star-Courier. Average for 1903, daily 5,088 (*), weekly 1,414 (*). Av. guaranteed circulation daily for Jan'y, 1904, 2,180.

Peoria, Star, evenings and Sunday morning. Actual sworn average for 1902, 25,742 (219).

Rockford, Register Gazette. Dy. av. for 1902 5,554, s-w'y. 7,052 (225). Shannon, 100 Nassau.

Rockford, Republic, daily. Actual average for 1903, 6,540 (*). La Cote & Maxwell, N. Y.

INDIANA.

Evansville, Courier, daily and S. Courier Co., pub. Act. av. '03, 11,218 (24). Sworn av. '03, 12,618. Smith & Thompson, Sp. Rep., N. Y. & Chicago.

Evansville, Journal-News. Av. for 1903, d'y 18,552 (*), s'y 14,130 (*). E. Katz, Sp. Agt., N. Y.

Goshen, Cooking Club, monthly. Average for 1902, 25,501 (247). A persistent medium, as housewives keep every issue for daily reference.

Indianapolis, News, dy. Hilton U. Brown, gen. mgr. Net sales in 1903, 69,835 (*).

Lafayette, Morning Journal, daily. Sworn average 1903, 4,002 (*); March, 1904, 4,574.

Marion, Leader, daily. W. B. Westlake, gen. Actual av., 1903, 5,295 (*); March, 1904, 5,722.

Notre Dame, The Ave Maria, Catholic weekly magazine. Actual average for 1903, 24,082 (*).

Princeton, Clarion-News, daily. Clarion Publishing Co. Average for 1903, 1,520 (264).

Richmond, Evening Item. Sworn dy. av. for 1903, 2,552 (*). Same for Dec., 1903, 2,742.

South Bend, Tribune. Sworn daily average 1903, 5,718 (*). Sworn av. for March, 6,224.

INDIAN TERRITORY.

Ardmore, Ardmoreite, daily and weekly. Average for 1903, dy., 1,951 (*); w'y., 2,872 (*).

IOWA.

Arlington, News. All home-print weekly. W. F. Lake, pub. Average for 1903, 1,400 (232).

Hurlington, Gazette, dy. Thos. Stivers, pub. Average for 1903, 5,864 (*), Jan., 1904, 6,050.

Davenport, Times. Dy. av. 1903, 8,055 (*), s-w'y. 1,660 (*). Dy. av. March, 1904, 9,502. Circulation more than double of any Davenport daily.

Decorah, Decorah-Posten (Norwegian). Sworn av. cir'n, 1903, 23,759 (*). March, 1904, 40,256.

Des Moines, Capital, daily. Lafayette Young, publisher. Actual average for 1903 21,898 (*). (233). Average for February, 1904, 24,597.

City circulation the largest of any Des Moines newspaper absolutely guaranteed. Only evening newspaper carrying advertising of the department stores. Carries largest amount of local advertising.

Des Moines, News, daily. Av. 1902, 27,118 (235). First 3 mos. 1903, aver., sworn, 41,871 net.

Des Moines, Spirit of the West, w'y. Horses and live stock. Average for 1902, 6,095 (294).

Des Moines, Wallace's Farmer, w'y. Est. 1879. Actual average for 1903, 22,769 (*).

Muscatine, Journal, dy. av. 1903, 4,249 (183). s-w'y. 2,708 (*). Dy. av. Jan., 1904, 4,885.

Ottumwa, Courier. Daily av. 1903, 4,512 (*); semi-weekly, 7,556 (*).

Shenandoah, Sentinel, tri-weekly. Covers Page and Fremont counties. Average 1902, 5,651.

Sioux City, Journal. Dy. av. for 1903 (sworn) 19,492 (*), dy. av. for Jan. and Feb. 20,172. Records always open. More readers in its field than of all other daily papers combined.

Waterloo, Courier, Daily av. 1903, 2,967 (*). Last 6 mos. 1903, 2,957. S-w'y, 1,942.

A Roll of Honor—Continued.

KANSAS.

Atchison, Globe, daily. E. W. Howe. (334). *Offers to prove 5,300 daily circulation for 1903, on receipt any advertising bill.*

Girard, Appeal to Reason, weekly. J. A. Wayland. *Average for 1903, 266,096 (#).*

Hutchinson, News, daily 1903, 2,768 (#), weekly 2,112 (#). E. Katz, Agent, New York.

Topeka, Western School Journal, educational monthly. *Average for 1903, 8,125 (#).*

Wichita, Eagle, d'y and w'y. Av. 1902, d'y 16,781, w'y 6,674 (364). *Beckwith, N. Y. & Chicago.*

KENTUCKY.

Cloverport, Breckenridge News, weekly. J. D. Babbage. *Average for 1902, 2,245 (368).*

Harrodsburg, Democrat. Best weekly in best section Ky. Av. 1903, 8,582 (#); growing fast.

Lexington, Leader. Av. for 1903, 2,328 (#). w'y. 2,806, sy. 4,092 (#). E. Katz, S. A., N. Y.

Louisville, Evening Post, dy. Evening Post Co., pub. *Actual average for 1902, 26,895 (374).*

Louisville, Herald. *Actual daily average for 1903, 17,214 (#); Sunday, 16,742 (#); Feb., 1904, daily 21,150, weekly 12,400, Sunday 20,771.*

Paducah, Sun, daily. *Average, 1903, 2,181 (#); for March, 1904, 2,472.*

LOUISIANA.

New Orleans, Item, daily. R. M. Denholme, publisher. *Average for Jan., 1904, 19,895. Official Journal city New Orleans.*

New Orleans, Louisiana Planter and Sugar Mfr., w'y. *In 1903 no issue less than 8,000 (387).*

New Orleans, The Southern Buck, official organ of Elksdom in La. and Miss. Av. '02, 2,866.

MAINE.

Augusta, Comfort, mo. W. H. Gannett, pub. *Actual average for 1902, 1,274,766 (391).*

Augusta, Kennebec Journal, d'y and w'y. *Average daily, 1903, 5,778 (#), weekly 2,170 (#).*

Dover, Piscataquis Observer. *Actual weekly average 1903, 1,904 (#).*

Lewiston, Evening Journal, daily. *Aver. for 1903, 6,614 (#) (26), w'y 15,452 (#) (26).*

Phillips, Maine Woods and Woodsman, weekly. J. W. Brackett. *Average for 1903, 8,041 (#).*

Portland, Evening Express. *Average for 1903, daily 11,740 (#); Sunday Telegram 8,090 (#).*

MARYLAND.

Baltimore, News, daily. Evening News Publishing Co. *Average 1902, 41,585 (402). For March, 1904, 54,644.*

MASSACHUSETTS.

Boston, Evening Transcript (26) (412) *Boston's tea table paper. Largest amount of week-day ad.*

Boston, New England Magazine, monthly. America Co., pub. *Average 1902, 21,580 (430).*

Boston, Pilot, every Saturday. Roman Catholic. Jas. Jeffrey Roche, editor. (26)

Boston, Post, dy. *Average for 1902, 174,178 (415). Av. for Dec., 1903, dy. 195,919, sy. 188,716. Largest p. m. or a. m. sale in New England.*

Boston, Traveler. Est. 1824. *Actual daily av. 1902, 78,852. In 1903, 76,666 (#). October 1, 1903, to March 1, 1904, 80,496. Largest evening circulation in New England. Reps.: Smith & Thompson, N. Y. and Chicago.*

Boston, Globe. *Average for 1903, daily, 195,554 (#), Sunday, 297,824 (#). Largest circulation in New England. Advertisements go in morning and afternoon editions for one price.*

Gloucester, Daily Times. *Average for 1902, 6,247 (437). First seven months 1903, 6,629.*

Gloucester, Cape Ann News. *Actual daily average year ending February 15, 1904, 4,804 (#); February, 1904, average 6,016.*

Lawrence, Telegram, daily. *Telegram Publishing Co. Average for 1902, 6,701 (438).*

Salem, Little Folks, mo., juvenile. S. E. Cassino. *Average for 1902, 75,350 (434).*

Springfield, Good Housekeeping, mo. Av. for 1902, 108,666 (436). *For year end, Dec., 1903, 185,992. All advertisements guaranteed.*

Springfield, Republican. Av. 1903, dy. 15,548 (#) (26), Sun. 15,270 (#) (26), w'y. 4,086 (#).

Worcester, Evening Post, daily. Worcester Post Co. *Average for 1902, 11,711 (#).*

Worcester, L'Opinion Publique, daily. *Aver. Jan. 5, 180 (#). Only French paper in U. S. on Roll of Honor. R. A. Craig, N. Y. and Chicago.*

MICHIGAN.

Adrian, Telegram, dy. D. W. Grandon. Av. for 1902, 1,270 (440). *Average for 1903, 2,912 (#).*

Detroit, Free Press. *Average for 1903, daily 42,918 (#), Sunday 58,545 (#).*

Detroit, Times, daily. *Average for 1903, 25,890 (#). February, 1904, 28,408.*

Grand Rapids, Evening Press, dy. *Average 1903, 27,499 (#). 40,000 guar. daily for 1904.*

Jackson, Citizen, daily. James O'Donnell, pub. *Actual average for 1902, 2,887 (461). Average for first six months 1903, 4,828.*

Jackson, Press and Patriot. *Actual daily average for 1903, 5,649 (#). Av. Mar., '04, 6,891.*

Kalamazoo, Evening Telegraph. *Last six months 1903, dy. 5,856, s.-e. 8,881. Daily aver. December, 1903, 9,669. Guarantees largest and best circulation in the city and surrounding territory.*

Kalamazoo, Gazette-News, 1903, daily. 8,671 (#). *Guarantees 4,000 more subscribers than any other daily paper published in the city. Av. 5 mo's to Apr. 1, 9,495.*

Saginaw, Evening News, daily. *Average for 1902, 9,842 (473). March, 1904, daily 14,189.*

MINNESOTA.

Minneapolis, Farm, Stock and Home, semi-monthly. *Actual average 1903, 78,854 (#) (406). Actual average January, 1904, 78,500.*

Minneapolis, Farmers' Tribune, twice a week. W. J. Murphy, pub. *Aver. for 1903, 68,686 (#).*

Minneapolis, Svenska Amerikaniska Posten. Swan J. Turnblad, pub. *1903, 49,057 (#).*

Minneapolis, The Housekeeper: household monthly. *Actual average 1903, 266,250 (#).*

Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. *Oldest Minneapolis daily. Average for 1902, daily, 66,873 (404); Sunday, 56,850. For 1903, daily average, 78,852; Sunday, 61,074. Daily average, last quarter of 1903, was 77,129; Sunday, 62,924. Sunday average for first three months of 1904 was 68,652. The daily average for the first quarter of this year was 85,894.*

The only Minneapolis daily listed in Rovell's American Newspaper Directory that publishes its circulation over a considerable period down to date in ROLL of HONOR, or elsewhere. The Tribune is the recognized Want Ad Medium of Minneapolis.



A Roll of Honor—Continued.

Minneapolis, Journal, daily. Journal Printing Co.

"The Great Daily of the Great Northwest."

During February THE MINNEAPOLIS JOURNAL made another great record—1,339 columns of clean advertising in 28 days, against 1,289 columns of all kinds of advertising of its nearest competitor in 28 week days and four big Sundays. THE MINNEAPOLIS JOURNAL refused more than 50 columns of objectionable medical advertising in February.

During February THE MINNEAPOLIS JOURNAL's daily average circulation was

63,900

Most of this went home! THE MINNEAPOLIS JOURNAL reaches the most homes of all classes and is the clean family circle paper of the Northwest. It is the paper that is preferred by readers and advertisers alike. It is "The Great Daily of the Great Northwest."

THE JOURNAL Goes Home.

One clean paper in the home is worth five sold on the streets—from an advertising standpoint.

M. LEE STARKE, Manager General Advertising, Tribune Building, New York. Tribune Building Chicago.

Minneapolis, N. W. Agriculturist, s.-mo. Feb., '03, 78,168 (49). 75,000 guar'd. 25c. agate line.

Omaha, Chronicle, semi-w'y. Av. for 1903, 1,896 (3). Omaha's leading newspaper. Present circulation, 3,100.

St. Paul, Der Wanderer, with ag'l sup., Der Farmer im Westen, w'y. Av. for 1903, 10,500 (3).

St. Paul, Dispatch, d'y. Av. 1903, 53,044 (3). Present aver. 57,238. ST. PAUL'S LEADING NEWSPAPER. W'y. aver. 1903, 78,026.

St. Paul, Globe, daily. Globe Co., publishers. Actual average for 1903, 81,541 (3). First 9 mos. 1903, 81,529.

St. Paul, News, d'y. Av. 1902, 80,619 (505). First 9 mos. 1903, actual average 84,081 net.

St. Paul, Pioneer-Press, Daily average for 1902 84,151, Sunday 80,986 (506).

St. Paul, The Farmer, ag'l., s.-mo. Est. 1883. Sub. Sec. Prof. Th. Shaw, ed. Act. av. year end. Feb., 77,861 (3). Act. present av. 85,000.

Westlicher Herald, Av. 1903, 22,510 (3); Sonntags Winona, 25,111 (3); Volksbl. des Westens, 80,045 (3).

MISSISSIPPI.

Vicksburg, American, daily. In 1903, no issue less than 1,550 (523). In 1903, 1,900 copies.

MISSOURI.

Joplin, Globe, daily. Average for 1903, 10,510 (3) (541). E. Katz, Special Agent, N. Y.

Kansas City, Journal, d'y and w'y. Average for 1903, daily 60,263 (3), weekly 183,735 (3).

Kansas City, Weekly Implement Trade J'n'l. Av. Aug., '03, 9,187 (545). Av. 5 mos. '03, 9,895.

Kansas City, World, daily. Av. 1902, 62,978 (545). First 9 mos. 1903, aver., actual, 61,452.

Mexico, American Farm and Orchard, agric. and hort., s.-mo. Actual average for 1903, 4,825 (549). Actual aver. May, June, July, 1903, 15,667.

St. Joseph, News and Press, Daily aver. for 1903, 80,418 (3). Last 3 mos. 1903, 85,065.

St. Louis, Medical Brief, mo. J. J. Lawrence, A.M., M.D., ed. and pub. Av. for 1903, 87,950.

National Farmer and Stock Grower, mo. Av. 13 mos. end. Dec., '03, 106,625. 1902, 68,588 (563).

St. Louis, Star, Actual daily average for 1903, 64,875 (3).

St. Louis, The Woman's Magazine, monthly. Women and home. Lewis Pub. Co. Proven average for 1902, 995,325. Actual proven average for first 9 mos. in 1903, 1,115,760. Commencing with Oct., 1903, every issue guaranteed to exceed 1,500,000 copies—full count. Largest circulation of any publication in the world.

MONTANA.

Anaconda, Standard, Daily average for 1903, 10,809 (3). MONTANA'S BEST NEWSPAPER.

Butte, Inter-Mountain, evening. Actual average net circulation for 1903, 10,617 (3). Guarantee largest circulation in State of Montana. Second net circulation for January, 1904, aver. 14,185.

Helena, Record, evening. Record Publishing Co. Average for 1903, 10,091 (3) daily. Average for 1903, 8,754 (3) weekly.

NEBRASKA.

Lincoln, Daily Star, Actual average for 1903, 11,165 (3), January, 1904, 12,225.

Lincoln, Deutsch-Amerikan Farmer, weekly (500). Actual average for 1903, 158,525 (3).

Lincoln, Freie Presse, weekly (500). Actual average for 1903, 159,400 (3).

Lincoln, Nebraska Teacher, monthly. Towne & Crabtree, pub. Average for 1903, 5,310 (3).

Lincoln, Western Medical Review, mo. Av. yr. endg. May, 1903, 1,800. In 1903, 1,649 (501).

Omaha, Den Danske Pioneer, w'y. Sophus F. Nebble Pub. Co. Average for 1902, 28,478 (504).

Omaha, News, daily. Av. for 1902, 22,777 (504). First 9 mos. 1903, actual aver. 40,955.

NEW HAMPSHIRE.

Franklin Falls, Journal-Transcript, weekly. Towne & Robie. In 1902, no issue less than 5,400.

Manchester, News, daily. Herb. N. Davison. Average for 1902, 7,500 (509).

Leith & Stuart, N. Y. Rep., 120 Nassau St.

NEW JERSEY.

Asbury Park, Press, d'y. J. L. Kimmonth, pub. Actual average 1903, 8,792 (3). In 1902, 8,556.

Camden, Daily Courier, Est. 1878. Net average circulation for year end. Oct., '03, 6,835 (3).

Camden, Post-Telegram, Actual daily average, 1903, 5,798 (3), actual. Jan., 1904, 5,829.

Hoboken, Observer, d'y. Actual average 1902, 18,097 (619); Sept., 1903, 22,751.

Newark, Evening News. Evening News Pub. Co. Av. for 1903, d'y 58,896 (3). Sy 16,291 (3).

Newmarket, Advertisers' Guide, mo. Stanley Day, publisher. Average for 1903, 5,125 (3).

Red Bank, Register, weekly, Est. 1873. John H. Cook. Actual average 1903, 2,961 (3).

NEW YORK.

Albany, Journal, evening. Journal Co. Average for 1903, 16,627 (3); December, '03, 17,056.

Albany, Times-Union, every evening. Establ. 1856. Average for 1903, 25,294 (535).

Binghamton, Evening Herald, daily. Evening Herald Co. Average for 1903, 11,515 (3).

Buffalo, Courier, morning; Enquirer, evening. W. J. Conners. Average for 1903, morning 48,518, evening 50,401 (541).

A Roll of Honor—Continued.

Buffalo, Evening News. Daily average 1902, 79,408 (*). First 3 mos. 1904, 85,949.

Catskill, Recorder, weekly. Harry Hall, editor. 1903 av., 5,408 (*). Av. last 3 mo's, 5,566.

Cortland, Democrat, Fridays. Est. 1840. Aver. 1903, 2,248 (*). Only Dem. paper in county.

Elmira, Ev'g Star. Av. for 1902, 8,255 (661). Guaranteed by affidavit or personal investigation. Lett & Stuart, N. Y. Rep., 150 Nassau St.

Ithaca, News, daily. Ithaca Publishing Co. Av. for 1903, 4,550 (*). Av. for Feb., 1904, 4,650. Lett & Stuart, N. Y. Rep., 150 Nassau St.

Le Roy, Gazette. Est. 1835. Av. '03, 2,254 (*). Larg. w'y. circ. Genesee, Orleans & Niagara Cos. **New York City.**

American Engineer, m'y. R. M. Van Arsdale, pub. Av. 1903, 5,875 (*). Av. for '04, 4,600.

American Machinist, w'y. machine construe. (Also European ed.) Av. 1902, 18,661 (66) (670).

Amerikanische Schweizer Zeitung, w'y. Swiss Pub. Co., 62 Trinity pl. Av. for 1903, 15,000 (671).

Army & Navy Journal. Est. 1863. Weekly aver. for 1903, 9,026 (*). Present circulation (March 4) 9,432. W. C. & F. P. Church, Pubs.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1903, 4,450 (*). Average for last three months 1903, 4,700.

Benziger's Magazine, family monthly. Benziger Bros. Average for 1903, 29,208 (*). Your advertisement in Benziger's Magazine will bring you business, because its circulation has **QUANTITY, CHARACTER, INFLUENCE.**

Benziger's Magazine is sold only by yearly subscription, and those who advertise in its columns reach a very desirable class of people. Advertising rates, 25 cents per agate line.

Cheerful Moments, monthly. Geo. W. Willis Publishing Co. Average for 1902, 208,535 (687).

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Aver. for 1902, 26,844 (66) (673).

Delineator, fashion mo. Butterick Pub. Co., Ltd. Est. 1872. Av. 1902, 721,909 (688). Act. av. circ'n for 6 months ending June, 1903, 876,987.

Dry Goods, monthly. Max Jagerhuber, publisher. Actual average for 1903, 4,866 (*).

El Comercio, mo. Spanish export. J. Shepard Clark Co. Average for 1902, 5,875 (689).

Electrical Review, weekly. Electrical Review Pub. Co. Average for 1903, 5,885 (*). (690).

Elite Styles, monthly. Purely fashion. Actual average for 1903, 62,125 (*).

Engineering and Mining Journal, weekly. Est. 1866. Average 1902, 10,000, (66) (674).

Four-Track News, monthly. Actual av. paid for six months ending March, 1904, 62,500; April edition, 90,000; May edition, 100,000.

Haberdasher, mo., est. 1831. Actual average for 1902, 7,166 (*). Binders' affidavit and Post Office receipts distributed monthly to advertisers.

Hardware, semi-monthly. Average for 1902, 8,802 (683); average for 1903, 9,551.

Hardware Dealers' Magazine, monthly. In 1903 no issue less than 17,000 (*). (691).

Junior Toilettes, fashion monthly. Max Jagerhuber, pub. Actual average 1903, 86,540 (*).

Leslie's Monthly Magazine, New York. Average circulation for the past 12 months (1903), 218,624 (*). Present average circulation 253,275.

Morning Telegraph, daily. Daily Telegraph Co., pubs. Average for 1902, 98,223 (668).

Music Trade Review, music trade and art weekly. Aver. for 1902, 5,452 (677).

New Idea Woman's Magazine, fashions, m'y. New Idea Publishing Co. Established 1890. Actual av. circulation for six months ending Dec., 1903, 179,500.

New Thought Magazine, moved to New York City. Average ending January, 1903, 29,259 (183). Average ending December, 1903, 104,977. **sworn.** The only medium for New Thought people.

Pharmaceutical Era, weekly, pharmacy. D. O. Haynes & Co., pubs., 8 Spruce street. (66) (679).

Pocket List of Railroad Officials, qly. Rail'd & Transp. Av. '02, 17,696 (702); av. '03, 17,992.

Police Chronicle, weekly. Police Chronicle Pub. Co. Average for 1903, 4,914 (*).

Printers' Ink, weekly. A Journal for advertisers, \$5.00 per year. Geo. P. Howell, Est. 1838. Average for 1903, 11,001 (*). First seven weeks 1904, actual average 12,092.

Railroad Gazette, railroad and engineering weekly. 33 Fulton street. Est. 1856. (66) (680).

The Central Station, monthly. H. C. Cushing, Jr. Av. for year ending May, 1902, 5,488 (687).

The Designer, fashions monthly. Standard Fashion Co. Established 1894. Actual av. circulation for six months ending December, 1903, 258,528.

The Iron Age, weekly. established 1855 (66) (676). For more than a generation the leading publication in the hardware, iron, machinery and metal trades.

Printers' Ink awarded a sterling silver Sugar Bowl to the Iron Age, inscribed as follows:

"Awarded November 30, 1901, 'by Printers' Ink, the Little Schoolmaster in the Art of Advertising, to The Iron Age, 'that paper, after a canvassing of merits extending over a period of ten months, having been pronounced the one trade paper in the United States of America that, taken all in all, renders its constituency the best service and best serves its purpose as a medium for communication with a specified class'"

The Ladies' World, mo., household. Average net paid circulation, 1903, 480,155 (*).

The World, Actual aver. for 1903, Morn., 278,607 (*). Ev'g, 557,102 (*). S'y, 888,650 (*).

Toilettes, fashion, monthly. Max Jagerhuber, publisher. Actual average for 1903, 61,800 (*).

Wilshire's Magazine. Gaylord Wilshire, ed., 123 E. 33d St. Act. av. ending Sept. 1902, 46,000 (1088). Actual av. first eight mos. 1903, 100,625.

Rochester, Case and Comment, mo. Lane. Av. for 1903, 50,000 (715); 4 years' average, 80,186.

Syracuse, Evening Herald, daily. Herald Co., pub. Aver. 1903, dy. 55,107 (*). S'y 85,496 (*).

Utica, National Electrical Contractor, mo. Average for 1902, 2,292 (723).

Warsaw, Western New Yorker, weekly. Average for 1903, 2,802 (*). In country of 32,000 with no daily.

Wellsville, Reporter. Only dy. and s.-w'y. in Co. Av. 1903, dy. 1,184 (*); s.-w'y., 2,958 (*).

Whitehall, Chronicle, weekly. Ingles & Tefft. Average for 1902, 4,123 (726).

NORTH CAROLINA.

Charlotte, Observer. North Carolina's foremost newspaper. Act. dy. av. 1902, 5,552 (*). S'y, 6,791 (*); semi-w'y., 8,500 (*).

Raleigh, Biblical Recorder, weekly. Average 1903, 8,879 (*).

NORTH DAKOTA.

Grand Forks, Herald, dy. av. for Feb 1904, 5,811. Will guar. \$5,000 for year. N. Dakota's BIGGEST DAILY. La Costa & Maxwell, N.Y. Rep.

Wahpeton, Gazette. Aver. 1902, 1,564 (*). Largest circ. in Richland County. Home print.



A Roll of Honor—Continued.

OHIO.

Akron, Beacon Journal. Aver. 1903, 8,208 (*). (756). N. Y., 523 Temple Court. Av. Mar., '04, 9,125.

Ashtabula, American Sanomat, w'y. Aug. Edwards. Average for 1902, 8,558 (782).

Cincinnati, Enquirer. Established 1842. Daily (60), Sunday (60) (761). Beckwith, New York.

Cincinnati, Mixer and Server, monthly. Actual average for 1902, 18,088 (764). Actual average for 1903, 45,835 (*). Official organ Hotel and Restaurant Employees' Int. Alliance and Bartenders' Int. League of America. WATCH US GROW

Cincinnati, Phonographic Magazine, mo. Phonog. Institute Co. Av. for 1902, 10,107 (764).

Cincinnati, Trade Review, m'y. Highlands & Highlands. Av. for 1902, 2,584 (765).

Cincinnati, Times-Star, dy. Cincinnati Times-Star Pub. Co. Act. aver. for 1902, 148,018 (761). Actual average for 1903, 145,164 (*).

Cleveland, Current Anecdotes (Preachers' Mag.), mo. Av. year ending Dec. 31, '03, 15,750.

Cleveland, Plain Dealer. Est. 1841. Actual daily average 1903, 96,666 (*). Sunday, 60,759 (*). March, 1904, 74,516 daily; Sunday, 67,370.

Columbus, Press, daily, democratic. Press Printing Co. Actual av. for 1902, 24,989 (770).

Dayton, News, dy. News Pub. Co. Average for 1903, 16,407 (*). February, 1904, 17,887.

Dayton, Young Catholic Messenger, semi-mo. Geo. A. Pfau. Aver. for 1903, 81,125 (*).

Lancaster, Fairfield Co. Republican. In August, '02, no issue less than 1,680 for 2 years (783).

Mansfield, News, daily-weekly. Average 1903, 4,151 (*). N. Y. office, 523 Temple Court.

Springfield, Farm and Fireside, agricultural, semi-monthly, est. 1877. Actual average for 1902, 211,220 (800). Actual average for first six months, 1903, 240,875.

Springfield, Press-Republic. Aver. 1903, 9,288 (*). Feb., '04, 9,867. N. Y. office, 523 Temple Ct.

Springfield, Woman's Home Companion, household monthly, est. 1873. Actual av. for 1902, 282,666 (800). Actual average for first six months, 1903, 285,166.

Toledo, Medical and Surgical Reporter, mo. Actual average 1903, 10,688 (*).

OKLAHOMA.

Guthrie, Oklahoma Farmer, wy. Actual average 1903, 28,020 (*).

Guthrie, Oklahoma State Capital, dy. and wy. Aver. for 1903, dy. 20,062 (*), wy. 25,014 (*). Year ending July 1, '03, dy. 19,868; wy. 23,119.

OREGON.

Astoria, Lannet. C. C. C. Rosenberg. Finnish, weekly. Average 1902, 1,523 (820).

Portland, Evening Telegram, dy. (ex. Sun). Sworn cir. '03, 17,648 (*). In '02, 16,866 (824).

Portland, Pacific Miner, semi-mo. Av. year ending Sept., 1902, 8,808; first 6 mos. 1903, 4,912.

PENNSYLVANIA.

Bellefonte, Centre Democrat, wy. Chas. R. Kurtz, Pub. Sworn aver. 1903, 8,804 (*).

Chester, Times, ev'g dy. Av. 1903, 8,187 (*). N. Y. office, 230 E'way. F. R. Northrup, Mgr.

Connellsville, Courier, daily. Aver. for 1903, 1,848 (*), weekly for 1903, 3,090 (*), daily January February, 1904, 2,446.

Eric, Times, daily. Average for 1903, 11,205 (*). Feb., 1904, 12,575. E. Katz, Sp. Ag., N. Y.

Harrisburg, Telegraph, dy. Actual daily aver. 1903, 10,886 (*). Average, year ending February, 10,544. Average, February, 10,988.

The Philadelphia Bulletin's Circulation

The following statement shows the actual circulation of the "The Bulletin" for each day in the month of March, 1904:

1	186,204	17	185,239
2	189,668	18	184,096
3	185,269	19	185,502
4	184,551	20	Sunday
5	183,737	21	181,607
6	Sunday	22	183,965
7	182,754	23	187,386
8	186,639	24	185,701
9	186,696	25	182,282
10	186,021	26	184,411
11	181,771	27	Sunday
12	183,578	28	185,627
13	Sunday	29	180,341
14	179,464	30	179,564
15	185,139	31	172,310
16	185,202		

Total for 27 days, 4,963,593 copies.

NKT AVERAGE FOR MARCH,

183,837 copies per day

THE BULLETIN's circulation figures are net: all damaged, unsold, free and returned copies have been omitted.

WM. L. MCLEAN, Publisher.

Philadelphia, April 4, 1904.

THE BULLETIN goes daily into more Philadelphia homes than any other medium.

The BULLETIN has by many thousands the largest local circulation of any Philadelphia newspaper.

Philadelphia, Camera, monthly. Frank V. Chambers. Average for 1902, 6,748 (871).

Philadelphia, Farm Journal, monthly. William Atkinson Company, publishers. Average for 1903, 5,44,676. Printers' Ink awarded the seventh Sugar Bowl to Farm Journal with this inscription:

"Awarded June 23th, 1903, by
"Printers' Ink, 'The Little
"Schoolmaster' in the art of
"Advertising, to the Farm
"Journal. After a canvassing
"of merits extending over a
"period of half a year, that paper, among all
"those published in the United States, has been
"pronounced the one that best serves its purpose
"as an educator and counselor for the agricultu-
"ral population, and as an effective and economi-
"cal medium for communicating with them,
"through its advertising columns."

Philadelphia, American Medicine, wy. Av. for 1902, 19,337 (885). Av. March, 1903, 16,827.

Philadelphia, Press. Av. circ. over 100,000 daily. Net average for Feb., 1904, 121,061.

Philadelphia, Public Ledger, daily. Adolph S. Ochs, publisher. (60) (896).

Philadelphia, Reformed Church Messenger, w'y. 1306 Arch st. Average for 1903, 8,558 (*).

Philadelphia, Sunday School Times, weekly. Average for 1902, 101,815 (880). Average to July 1, 1903, 108,057. Religious Press Assn., Phila.

Pittsburg, Chronicle-Telegraph. Aver. 1902, 67,342 (875). Sworn statement on application.

Pittsburg, Gazette, d'y and Sun. Aver. d'y 1902, 60,229 (876). Sworn statement on application.

Pittsburg, Labor World, wy. Av. 1903, 18,088 (*). Reaches best pd. class of workmen in U. S.

Pittsburg, Times, daily. Wm. H. Self, pres. Average for 1903, 64,648 (*). Average first six months 1903, 64,871.



A Roll of Honor—Continued.

Seranton, Times, every evg. E. J. Lynett. Av. for 1903, \$1,604 (*). La Costa & Maxwell, N.Y.

Warren, Forenighs Vannan, Swedish, mo. Av. 1902, 1,541 (899). Circulates Pa., N. Y. and O.

Washington, Reporter, daily. John L. Stew. art. gen. mgr. Average for 1902, 5,857 (899).

West Chester, Local News, daily. W. H. Hodgson. Average for 1902, 15,086 (899).

Williamsport, Grit. America's Greatest Weekly. Net paid average 1903, 181,268 (*). Smith & Thompson, Itaps., New York and Chicago.

York, Dispatch, daily. Dispatch Publishing Co. Average for 1903, 8,108 (*).

RHODE ISLAND.

Providence, Daily Journal, 16,455 (*)(◎), Sunday, 19,892 (*)(◎). Evening Bulletin 86,886 (*)(av. 1903). Providence Journal Co., pub.

Westerly, Sun. Geo. H. Utter, pub. Average 1903, 4,888 (*). Only daily in So. Rhode Island.

SOUTH CAROLINA.

Anderson, People's Advocate, weekly. G. P. Browne. Avcr. 1903, no issue less than 1,750 (*).

Charleston, Evening Post. Actual dy. aver. for 1903, 2,842 (*). First 3 mos. '04, 8,170.

Columbia, State, daily. State Co., publishers. Actual average for 1903, daily, 6,568 (*); semi-weekly, 2,015 (*); Sunday, 7,705 (*). First 3 mos. 1904, daily 7,440, Sunday 8,546.

SOUTH DAKOTA.

Sioux Falls, Argus Leader. Tomlinson & Day, publishers. Actual daily average for 1903, 5,819 (516). Actual daily aver. for 1903, 5,882 (*).

TENNESSEE.

Chattanooga, Southern Fruit Grover, mo. Actual average 1903, 17,855 (*). Rate, 15 cents per line. Average for January, 1904, 19,177.

Gallatin, Semi-weekly News. In 1903 no issue less than 1,850 (928). First 6 mos. 1903, 1,425.

Knoxville, Sentinel, daily. Average 1903, 9,691 (*). 6 mos. '03, 10,168, Feb., '04, 12,278.

Lewisburg, Tribune, semi-weekly. W. M. Carter. Actual average 1903, 1,201 (*).

Memphis, Morning News. Actual daily average for 1903, 17,594 (*); March, 1904, average 21,758.

On May 4th the Memphis MORNING NEWS will be two years old, and it is a lusty two-year-old. Its daily columns are full of advertising, and its Sunday issue carries two pages of classified and exceeding 90 columns of display advertising. Every local advertiser uses its columns, which is an evidence of their value. The News' circulation has increased nearly 30 per cent in the past three months, which is a marvelous showing for any newspaper.

It shows that the News stands well with the people, and its policies are liberally supported.

Advertisers all say that the News pays them, and with a circulation exceeding 25,000 it is bound to pay.

The News' circulation books are open at all times to advertisers. It does not take back unsold copies from its carriers and news agents, and is strictly a paid circulation.

Most of its circulation is delivered directly into the homes of its readers, and this is the kind of circulation that pays.

The News is represented in New York and Chicago by the Vreeland-Benjamin Special Agency.

Memphis, Commercial Appeal, daily, Sunday and weekly. Average 1903, daily 28,929 (*). Sunday 28,080 (*), weekly 77,821 (*), (907), Dec., 1903, dy. 28,929, Sy. 41,470, wy. 81,861.

Nashville, Banner, daily. Av. for year ending Feb., 1903, 16,078 (*). Av. for Feb., 1904, 21,287. Only Nashville d'y eligible to Roll of Honor.

Nashville, Christian Advocate, w'y. Bigham & Smith. Average for 1903, 14,241 (899).

Nashville, Progressive Teacher and South'n School Journal, mo. Av. for 1902, 8,400 (900).

TEXAS.

Dallas, Retail Merchant, mo. (formerly Retail Grocer and Butcher). Julian Capers, publisher. Average for 1903, 1,105 (*); March, 1904, 1,215.

Denton, Denton Co. Record and Chronicle, w'y. W. C. Edwards. Av. for 1902, 2,744 (945).

El Paso, Herald, daily. Average for 1903, 3,945 (*). J. P. Smart, Direct Representative, 150 Nassau St., New York. In the latest issue of the American Newspaper Directory the circulations of the two daily papers of El Paso, Texas, are rated. No one doubts the accuracy of the HERALD rating, but it has recently been made apparent that the "Times" rating is fraudulent.—PRINTERS' INK, July 22, 1903.

La Porte, Chronicle, weekly. G. E. Koppie, publisher. Average for 1902, 1,229 (904).

Paris, Advocate, dy. W. N. Furey, pub. Actual average, 1903, 1,227 (*).

Sherman, Democrat, Av., 1903, dy., 1,019 (*); wy., 4,250 (*). Liquor ads excluded. Solicit clean business. 24 years under same management.

UTAH.

Ordan, Standard. Wm. Glassman, pub. Av. for 1902, daily 4,022, semi-weekly 3,051 (970).

VERMONT.

Barre, Times, daily. F. E. Langley. Avcr. 1903, 2,710 (*). Last six months 1903, 2,886.

Burlington, Free Press. Actual daily average 1903, 5,566 (*). Circulation examined by Ass'n of Amer. Ad. Only Vermont paper examined.

Burlington, News. Jos. Anid. Actual daily avcr. 1903, 5,046 (*), avcr. December 5,586.

VIRGINIA.

Richmond, News Leader, every evening except Sunday. Daily average February 1, 1903, to February 1, 1904, 27,414 (*). The largest circulation between Washington and Atlanta.

WASHINGTON.

Spokane, Saturday Spectator, weekly. Frank Leake. Average for 1903, 5,556 (999).

Tacoma, Daily News, dy. Av. '02, 18,659 (1000). Av. 9 mos. 1903, 14,014. Saturday issue, 17,222.

Tacoma, Ledger. Dy. av. 1903, 12,717 (*)(Sy. 15,615 (*); wy. 8,912 (*). Avcr. 3 mos. 1904, Dy. 14,500; Sy. 17,500; wy. 9,500. S. C. Beckwith, rep., Tribune Bldg., N. Y. & Chicago.

WEST VIRGINIA.

Parkersburg, Sentinel, daily. R. G. Hornor, pub. Average for 1902, 2,804 (1009).

WISCONSIN.

Madison, Amerika, weekly. Amerika Publishing Co. Average for 1902, 9,496 (1026).

Milwaukee, Evening Wisconsin, d'y. Evg. Wisconsin Co. Av. for 1903, 21,981 (*), December, 1903, 25,090; March, 1904, 25,548 (◎◎).

Milwaukee, Germania-Abendpost, dy. Av. for year end'g Feb., '04, 28,376; av. Feb., '04, 24,808.

A Roll of Honor—Continued.

Milwaukee Journal, daily. Journal Co., pub.
Av. end. Feb., 1903, \$5,504 (*). Feb., 1904, \$1,742.

Racine, Wisconsin Agriculturist, weekly.
Average for 1903, \$8,181 (*). First 3 mos. 1904,
\$4,720. Ad. \$2.10 per inch.

Waupesa, Post, weekly. Post Publishing Co.
Average for 1903, \$358 (1044). All home print.

BRITISH COLUMBIA.

Vancouver, Province, daily. W. C. Nichol,
publisher. Average for 1902, 5,987 (1061).

Victoria, Colonist, daily. Colonist P. & P. Co.
Average for 1903, \$374 (1061).

MANITOBA, CAN.

Winnipeg, Free Press, daily and weekly. Av-
erage for 1903, daily, 18,824 (*); weekly,
15,906 (*). Daily, March, 1904, \$5,901.

Winnipeg, Der Nordwesten, German w'y. Av.
for 1903, 9,565 (*), only medium in special field.

NOVA SCOTIA, CAN.

Halifax, Herald and Evening Mail. Av. 1902,
8,571. Av. 1903, 9,941 (*). March, 1904, 15,000.

ONTARIO, CAN.

**Toronto, Canadian Implement and Vehicle
Trade**, monthly. Average for 1903, 5,875 (*).

Toronto, Star, daily. Average for 1903, 20,-
971 (*). March, 1904, \$0,658.

QUEBEC, CAN.

Montreal, Herald, daily. Est. 1903. Actual
average for 1903, \$2,515 (*).

Montreal, La Presse. Tremblé Berthiaume, pub-
lisher. Actual average 1902, daily 70,420.
Average to Sept. 1st, 1903, 75,075 (1093).

Montreal, Star, dy. & w'y. Graham & Co. Av.
for '02, dy. 55,079, w'y. 121,418 (1093). Sixmos.
end. May 31, '03, dy. av. 55,147, w'y. 122,157.



A whole page ad sandwiched be-
tween the Roll of Honor pages costs
\$40; a half page (1 col.) \$20; a quarter
page (½ col.) \$10.



Such advertisements can be had
by a publication represented in the
Roll of Honor, and no other.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Subscription price, five dollars a year, in advance. Ten cents a copy. Six dollars a hundred.

ADVERTISING RATES:

Classified advertisements, Advertising Agents and Want Ad Mediums, set in pearl, beginning with a two-line initial letter, but containing no other type larger than pearl, 10 cents a line, \$20 a page.

Displayed advertisements 20 cents a line, pearl measure, 15 lines to the inch (\$3); 200 lines to the page (\$40).

For specified position (if granted), 25 per cent additional.

For position (full page) first on first or last on last cover, double price.

For inside of cover pages or first advertisement on a right-hand page (full page) or for the central double pages printed across the centre margin, 50 per cent additional.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

Advertisers to the amount of \$10 are entitled to a free subscription for one year.

CHARLES J. ZINGG,

Publisher,

Business Manager and Managing Editor.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, APRIL 20, 1904.

ENTHUSIASM is the lubricator which oils the wheels of advertising.

AN effective piece of advertising by telegraph was undertaken on April 1, when the *Daily Gazette*, Kalamazoo, Mich., sent out to advertisers a message reading: "No April fool joke; we guarantee a daily circulation exceeding ten thousand copies; this can be made a part of every contract."

MR. W. M. LAFFAN authorizes PRINTERS' INK to deny the statement that he has offered to sell the New York *Sun* for \$5,000,000 but refuses to include its real estate in the deal at the price specified. Mr. Laffan further promises not to sell the *Sun* to anybody at any price without PRINTERS' INK's knowledge and consent.

THE publisher should tell the advertiser when he believes his copy to be deficient. Then, if the poor copy is run, the publication will not be blamed for the poor results. This would be a definite step toward editing the advertising columns.—*Mahin's Magazine*.

LIVERPOOL proposes to raise a fund to advertise historical and other attractions to the thousands of passengers who land there from American liners and rush off to London.

PAUL PIERCE, editor and publisher of *What to Eat*, the Chicago magazine that has waged war on adulterated foods, has been appointed Superintendent of Food Exhibits for the St. Louis fair.

At the regular Sphinx Club dinner at the Waldorf-Astoria Wednesday, April 13, 1904, it was moved by F. James Gibson, and seconded by Herbert F. Gunnison, "that owing to the fact that it is proposed to establish a school of journalism at Columbia University, the Sphinx Club does hereby respectfully petition the University authorities to include proper instruction in the art of advertising in connection with the proposed school." The resolution was carried unanimously.

THE United Billposters' Association of Great Britain maintains a censorship committee that passes upon posters submitted for public display. Outdoor advertising had taken a sensational turn in the British Isles, according to the *Advertisers' Review*, London, and the committee really forestalled action by the police authorities, keeping objectionable posters off the hoardings. It is now proposed that some such measures be taken to bar offensive advertising from British newspapers and magazines.

THE *Journal and Tribune*, Knoxville, Tenn., issues a special number called the "rural free delivery edition," in commemoration of the completion of the rural mail service in Knox county. A feature of the paper is a double-page map of the county, showing practically every house, with the forty-three mail routes that make up the system. These routes cover 1,000 miles and reach 6,000 homes. The *Journal and Tribune* puts a paper into 3,000 of them, it is asserted, almost as soon as Knoxville readers are served.

ADVERTISING that attracts attention may be productive, but not so much so as advertising that is remembered. Only one really good device has been perfected for sticking the advertising in the popular memory. That's the trademark.

GEO. R. CRAW, one of the proprietors of the Geo. R. Craw Advertising Agency, has sold his interest in the latter concern, to take the general and advertising management of the Peter L. Frost Company, of Chicago, Ill., manufacturers of the Radiumite brands of self-honing razor strops, razors and hardware specialties.

CHICAGO'S oldest daily, the *Journal*, has been purchased by John C. Eastman and E. W. Harden, passing from the former owners, Ralph H. Booth, George G. Booth and James E. Scripps. Mr. Eastman, who will direct the paper's business affairs, has been connected with dailies in both New York and Chicago, and was business manager of the Hearst papers in the latter city. Mr. Harden will control the editorial department. He has had fifteen years' experience in reporting and editing on various Chicago dailies.

THOMAS BALMER has awarded his prizes for essays on magazine advertising, and the successful papers will appear in the official publication of the Butterick Trio, the *Woman's Herald for Men*. The first prize goes to A. Cressy Morrison, New York; second, W. C. Howland, New York; third, H. I. Stimson, Chelsea, Mich.; fourth, Oscar Herzberg, New York; fifth, Eddy S. Brandt, Chicago. A sixth prize was created for an essay by Elmo E. Calkins, New York, and Mr. Balmer has also purchased fifteen other essays submitted in the competition. All essays were judged by a committee of five advertising agents, the papers bearing no indication as to who wrote them. The total number of essays contributed was thirty-five, and the results of the competition showed that the successful authors were men engaged in magazine advertising.

WOULD you know the public? Then know thyself.

THERE is a unique window advertisement in an Eighth street, Philadelphia, store which is attracting much attention. The price of the one kind of article shown in the window is \$2.50, and in several places there is fastened to the inside of the plate glass a 50-cent piece backed by two one-dollar bills. The money is real. At one of these places, splinters of glass are arranged radiating from a point of which the 50-cent piece is the center, in such a way as to look as though the window had been broken from the outside. The bills behind the coins are slightly rumpled, too, as though they had been snatched at. The device catches the eye of every one who passes, and, the glass of the window being very clean, the thing is deceptive. Not a few persons, indeed, go up and touch the glass to make sure if it is there.

DURING the recent flood in Grand Rapids, Mich., the *Evening Press*, of that city, lost its press temporarily, the water rising to a point where the pressroom was submerged. The paper was then printed on the *Herald's* press until water put that out of commission also. The *Press* and *Herald* were then printed at the *Post's* plant, but the facilities proved entirely inadequate for three daily newspapers. A four-deck Goss was located at Detroit. Orders were given to have it dismantled and boxed. There were 18,000 pieces, or thirty truck loads. Only by heroic work could a clear line be found between the two cities, as many of the railroads were under water at important points. The actual work of dismantling was not begun until Saturday afternoon, March 26, but the press was taken down and loaded on a train in twelve hours. The train arrived in Grand Rapids late Sunday afternoon, but meantime a foundation had been laid, and by Monday night the last bolt had been put into place and the press was ready to print papers.

AN advertisement is never so strong as when it has been verified by purchase, for then it establishes a credit for all future advertising put out by that firm.

JOHN L. WHELAN, the well-known St. Louis billboard man, recently in New York on behalf of Advertising Men's Day at the Word's Fair, died suddenly at his home in St. Louis on April 7 of an apoplectic stroke. He was forty-seven years old, had been in the publishing business at one time, and a few years ago was advertising manager of the C., H. & D. R. R. at Cincinnati. At the time of his death Mr. Whelan was vice-president of the St. Louis Advertising Men's League and one of the managers of the St. Louis Billposting Company. He was widely acquainted throughout the country, having been employed on newspapers in New York City, Boston, Chicago and other cities.

THE gay lithographed cover of the seed annual, with its brilliant pinks and pumpkins, is always a temptation to youth. Country youngsters like to send for seed annuals and cut these pictures out for scrap books and wall decorations. Some of the seedsmen discourage this thirst for art by putting plain black and white covers on their catalogues. The Little Schoolmaster has often wondered if a seed catalogue stripped of its covers has lost any of its advertising value, for the prices and context are there, and perhaps when the children get through with it their parents may find the book profitable reading. H. W. Buckbee, a seedsman of Rockford, Ill., seems to think it worth while to put the catalogue into the home at any cost. Therefore, his 1904 annual has a double set of lithographed covers, as gay as the gayest, and there are tempting pictures on both sides of these double covers, giving eight cut-out pictures instead of the regulation two. As all information regarding shipping has been printed in the body of the catalogue its value will not be impaired by mutilation.

MR. FRANK A. MUNSEY admitted at the meeting of the Sphinx Club April 13 that the *New York News* is for sale.

THE Long-Critchfield Corporation, Powers Building, Chicago, and 150 Nassau street, New York, should have been on the list of names recently published in PRINTERS' INK as advertising agents recognized by the A. N. P. A.

IN a piano voting contest recently conducted by the *Evening Journal*, Wilmington, Del., two high-grade instruments were won by the high schools of Bridgeville and Laurel, that State. The contest ran three months, and the winners cast nearly a quarter million votes, each accompanied by a coupon from a copy of the *Journal*.

ARRAYED as monkeys and disporting themselves with a dexterity that approximated the pranks and capers of the real article, two boys attracted large crowds the other day by their fun making in one of the windows of Evans' drug store at 1012 Market street, Philadelphia. The acrobatic feats of the boys and their juggling of small balls and other articles interested the onlookers and caused great laughter. In the rear of the window stood a cabinet, with a placard bearing the information that an illusion called "The Disappearing Monkey" would be exhibited in the gift room on the second floor of the store. The illusion is calculated to puzzle the spectators. One of the monkey impersonators opens the cabinet and shows his companion within. He then closes the door, opens it again, the monkey inside has disappeared. After closing the door again, the monkey on the outside reopens it, and the monkey in the cabinet is seen once more. The change is accomplished with great rapidity, and is calculated to defy the most diligent efforts to determine how the monkey in the cabinet gets in and out without being detected. Between times the monkeys go through their tricks, and a boy, with considerable musical talent, plays the piano.

MR. ALFRED E. ROSE has promoted a new advertising agency in Boston, capitalized at one thousand dollars. Associate promoters of the scheme are S. H. Taylor and L. A. Chandler. A New York advertising sharp calls Mr. Rose the original "Buster Brown."

THE advertising department of the Milwaukee *Journal* has begun in that daily a column called "Black Ink," in which are presented from time to time ideas and comment on newspaper advertising. The matter is pithy, and deals chiefly with local conditions, the object being to interest Milwaukee retailers in newspaper publicity.

DISTRIBUTION of the circulation of the *Woman's Magazine*, of St. Louis:

Maine	15,590
New Hampshire	9,800
Vermont	15,650
Massachusetts	40,190
Connecticut	25,772
Rhode Island	5,790
New York	197,605
Pennsylvania	98,302
Maryland	10,550
District of Columbia	3,980
New Jersey	25,650
Delaware	2,603
Virginia	15,780
West Virginia	16,241
North Carolina	7,790
South Carolina	3,901
Georgia	8,600
Florida	5,400
Alabama	6,300
Mississippi	4,600
Louisiana	4,500
Texas	29,980
Tennessee	9,320
Kentucky	11,732
Ohio	125,989
Indiana	73,420
Illinois	122,641
Michigan	63,250
Wisconsin	35,394
Minnesota	62,720
Iowa	53,249
Missouri	58,500
Arkansas	14,027
North Dakota	6,600
South Dakota	13,106
Kansas	37,429
Nebraska	21,901
Oklahoma	16,413
Indian Territory	4,762
Colorado	8,171
Utah	2,274
Montana	4,382
Idaho	3,141
Wyoming	2,308
Arizona	1,006
New Mexico	1,704
Washington	10,962
Oregon	19,466
California	26,771
Canada	34,640
U. S. Possessions	2,961
Foreign Countries	3,975

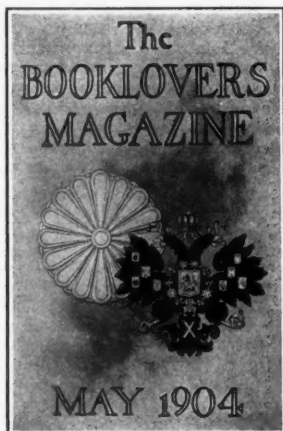
ADVERTISING that makes a stir doesn't always stir up trade.

THE splendid new store of Perry & Co., the famous Philadelphia clothiers who this year completed their fortieth year of business life, was opened the other day. The store is in the Perry Building, southeast corner of Sixteenth and Chestnut streets, and is believed to be the most perfectly appointed and conveniently arranged establishment in the city devoted exclusively to the sale of clothing for men and boys. The firm is now composed of Edward Perry and his three sons—John C., Edward R. and Joseph M. The basement and first and second floors are used for the store, the rest of the big building being devoted to offices. The first floor, finished in green oak, allows a display room 61x162 feet, and contains over 10,000 suits of clothing. Large glass wardrobes are hung full of suits, thus preventing wrinkles, and each is lighted by electricity, showing to advantage business and sack suits, frock, Tuxedo and full dress coats, boys', children's and men's garments, overcoats and waistcoats of every pattern and style. The ceilings are finished in white and the side walls in buff, while numerous looking-glasses are everywhere. On neither floor is there a column to break the view, and the ample elevators connect all the departments. In the basement are the tailors, pressers, drying room, engine and boiler rooms, three dynamos, elevator pumps, fire pumps and every mechanical and electrical device necessary for the equipment of such a place. There seems to be not a detail missing in clothing store equipment, and there is every facility for quick service and easy display. Many innovations have been introduced, gathered from observations in all principal cities of the United States and the large cities of Europe. The first Perry store was at Nos. 303 and 305 Chestnut street, from there moving to No. 609 Chestnut street, then to 610, and about seventeen years ago moving to 1520 Chestnut street.

MANY a good advertising story THE "BOOKLOVERS" MAY is lost in mere words. COVER.

ANOTHER "Gentleman from Indiana" who also claims to have had exceptional opportunities for a close study of the Indianapolis newspaper situation, submits the following: "It is generally conceded that Indianapolis has been the storm center of one of the fiercest newspaper fights in the history of newspaperdom. As the smoke of battle begins to lift, the *News* appears to have been forced to concede first place in point of number of copies printed to the *Star*, the new seven-day seven-cent paper established about a year ago. For many years the prestige of the *News* has been unquestioned, and it will continue to rank as one of the best daily newspapers in America, but the advent of the *Star* appears to have marked a new epoch in Indianapolis journalism. In its fight for supremacy in Indiana the *Star* has stood for clean, legitimate business methods. In December as many of the Indianapolis newspapers as would permit of an investigation were examined by Mr. Seavers, of the Association of American Advertisers. The *Star* regards it as a significant fact that it alone printed the result of this examination. The *Star's* recent gain in advertising patronage has been very great. Early in February, the Indianapolis Merchants' Association, which includes in its membership every large department store in Indianapolis, closed a contract with the *Star* for two million and one hundred thousand lines of advertising, this under the positive guarantee that the net paid circulation of the *Star* is greater than that of any Indianapolis newspaper. This is believed to be the largest contract ever made with a daily newspaper. One of the largest department stores in Indianapolis has contracted for a full page in the *Star* every issue except Monday for one year. This page ad is not running in any other Indianapolis newspaper. The *Star's* gain in local, foreign and classified advertising during March was one and one-half pages a day."

The May cover of the *Book-lovers Magazine* is a departure from the usual sculptured leather background that this progressive young magazine introduced with its first issue and maintained with variations for the first sixteen



months of its existence. The present design is in yellow, red, and black. On a yellow background, with cloud effects in black, appear in relief the name of the magazine, the month and the year. The central design consists of the Japanese Emperor's personal emblem, and, extending somewhat over it, though significantly beneath it, the imperial coat-of-arms of Russia. While less graceful than the beautiful Easter lily in white on a field of purple used as the April cover, the May design is more striking and quite as appropriate.

MRS. JOSEPH B. HALL, proprietress of the Catskill, N. Y., *Recorder*, one of the oldest newspapers in the United States, died April 12 of apoplexy at her home. Mrs. Hall was in her seventy-second year and for much of her long life had been prominent in philanthropy and in church work in the diocese of Albany. She was the mother of Ruth and Violette Hall, the novelists.

THE NEWSPAPER DIRECTORY.

Rowell's American Newspaper Directory for 1904, the thirty-sixth annual issue, has new features.

REVISION DATE: The figures (in brackets) following the description of a paper, and preceding the circulation rating, fix the date of the latest revision of the description. For example: (1-4) means that the description was revised and verified during the first month of the year 1904. If the final figure is followed by the letter P, thus (1-4 P), it means that the last verification of the description was based upon an examination of a copy of the paper of about that date without the aid of any report or other information from the publisher.

It is as impossible to eliminate all the dead papers from the Directory as it is to enumerate all the new ones. They die, are born, and die and rise again. Where there is doubt about the status, whether the paper ever got a foothold or continues to hold it, the case is designated by marks as specified below:

(ΔΔ) No recent copy of this publication has been seen at the office of the Directory and it may have ceased publication altogether.

(▲▲) The name of this paper has been heard mentioned and has had a place in one or more lists purporting to catalogue the papers of the State, but the editor of the American Newspaper Directory is not in possession of satisfactory proof that it ever became an established publication.

According to present usages, the circulation of a newspaper is correctly expressed by setting down the actual number of complete copies produced of each separate issue, adding these to ascertain the total number of complete and perfect copies issued during an entire year and dividing the total by the figure that expresses the number of different issues, thus revealing the average output of complete copies for each separate issue printed within a year that had expired at the time the statement was prepared. Many publishers fail to approve of this definition and have distinctly different views, no two agreeing with each other. These are never satisfied with the Directory circulation ratings and probably never can be. In the new book, they are designated by special marks as below:

(○○) The editor of this Directory does not remember that this paper has ever placed on file any claim to a higher circulation rating than is here accorded.

(●●) This paper has, on one or more occasions, indicated a desire for a higher rating

than was accorded in this book, but such definite information as would warrant a higher rating than is now given has not been obtained.

Thirty years ago the Directory editor could get definite circulation statements from about 5 per cent of the papers to whom he applied; now 50 per cent respond. It is probable that in another thirty years more progress will be made.

NEW YORK DAILIES.

188 Richmond Avenue,

BUFFALO, N. Y., March 26, 1904.

Editor of PRINTERS' INK:

Is anything known as to the weekday circulation of the following New York morning papers: *American*, *Herald*, *World*, *Times* and *Tribune*? Can you give me a general idea of the approximate price paid for a daily page for advertising in the above-named papers? Mr. Wanamaker has a page every day in the *Times*, and probably in other papers.

Thanking you, in anticipation, for kind reply, I am, very truly,

LAWRENCE SEWELL.

In the 1903 issue of the American Newspaper Directory the *American* is rated yA, the *Herald* yA (●●), the *World* yA, the *Times* yA and the *Tribune* is rated yC (●●). An A rating means exceeding an average of 75,000 copies daily, a C rating means exceeding 20,000 copies daily; a y rating attached to a letter rating means that no recent circulation statement has been furnished from the office of the newspaper, and a consequent probability that the last circulation rating accorded to it may be higher than a new statement would warrant. The double gold marks (●●) attached to a rating mean that advertisers value such a paper more for the class and quality of its circulation than for the mere number of copies printed.

The *American*, *Herald*, *Times* and *Tribune* are not willing to furnish detailed circulation statements that would be acceptable to the editor of the American Newspaper Directory and nobody knows how many they print as a daily average during a year, which is what is usually meant by the word "circulation."

An honorable example of a recession from that attitude, however, is to be noted in the case of

the *World*, its publisher having recently furnished a detailed, signed and dated statement for a year past to the editor of the American Newspaper Directory, and the figures will be on record in the 1904 issue of the Directory, which comes from the press in the current month. The rating of the *World* as it already appears in the Roll of Honor is as follows:

The *World*. Actual aver. for 1903, Morn., 278,-
667(*), Ev'g, 257,108 (*), S'y, 232,650 (*).

Other New York City dailies which will be distinguished by a circulation rating in Arabic figures in the 1904 issue of the American Newspaper Directory are the following:

Evening Post (●●),
Evening Telegram,
Forward,
Jewish Daily News,
Jewish Abend-Post,
Jewish World,
Narodin List,
Wall Street Journal.

The price for a full page in the *American* is \$1,078, in the *Herald* \$901, in the *World* \$862, in the *Times* \$705, in the *Tribune* \$823 for one issue.

THE advertising agency should co-operate with the publisher who takes the stand that only advertisements of integrity shall be inserted in his publication. An instance is brought to our attention where the publisher of a popular farm paper turned down an advertisement received from a certain agency because they had found definite proof that the firm was not reliable. The agency immediately wrote back that no more business would be sent to a publisher who would turn down an order from them. This was not only dishonorable action on the part of the agency, but also an exhibition of very foolish anger. The publisher might have been the one who would have been expected to "get hot" for being presumed upon to run such business. It should not be the part of the agency to tempt the publisher away from his upright course. Instead of such action, the agency should support the publisher who stands for the best in advertising. — *Mahin's Magazine*.

INDIGNANT SPECIALS.

A call has been made for an indignation meeting of thirty-nine of the New York special agents, to take place on Wednesday next, for the purpose of taking some united action to refute the slurs cast upon them in a recent article in the advertising journal, *PRINTERS' INK*. The agents seem to be of one mind as to the identity of the individual in their ranks who took part in the interview, and their action will evidently be directed at this person as well as the paper in disrepute. Among those expected to be present are Lee Agnew, Allen & Young, James F. Antisdel, S. C. Beckwith, E. A. Berdan, Peyton D. Bevans, C. J. Billson, Wm. T. Blaine, Paul Block, Bright & Verree, Wallace G. Brooke, Charles J. Brooks, R. A. Craig, L. H. Crall & Co., W. Ward Damon, Frederick W. Evans, Charles L. Downes, C. H. Eddy, Geo. A. Fair, H. C. Faulkner, Joseph F. Finley, Steve W. Floyd, E. Katz, Louis Klebahn, Theo. E. Kohlhaas, Frederic M. Krugler, La Coste & Maxwell, Leith & Stuart, L. A. Leonard, Charles T. Logan, J. D. Lorenz, Perry Lukens, Jr., Julius Matthews, J. P. McKinney, Charles A. Menet, Wm. J. Morton, C. C. Nichols, E. D. Nolley, Frank R. Northrup, Chas. S. Patteson, David J. Randall, F. St. J. Richards, R. J. Shannon, N. M. Sheffield, J. P. Smart, Stephen B. Smith, Smith & Thompson, Charles Seasted, S. C. Stevens, L. C. Straus, Matt C. Tobin, J. E. VanDoren Agency, Eugene Van Zandt, Vreeland-Benjamin Special Agency, Williams & Lawrence, Wm. E. Willis and John B. Woodward. — *National Advertiser*, April 9.

By the push button in a bedroom in a hotel in Venice the writer once noted a printed card which read:

One ring for Ice Water.
Two rings for Towels.
Three rings for Boots.
Four rings for Chambermaid.
Five rings for the Porter.

Beneath this some disgusted traveler had pencilled the words: "And not a damned one of them 'll come."

OUR POST OFFICE.

Since April 7 the New York *Sun* states who publishes that paper, viz.: The Sun Printing and Publishing Association, at No. 170 Nassau street, in the Borough of Manhattan, New York.

The Little Schoolmaster's neighbor, the *Press*, will probably also hear from Mr. Van Cott, for up to this date the *Press* fails to comply with the law as laid down to the Little Schoolmaster, and shortly thereafter to the *Sun*.

N. W. AYER & SON'S THIRTY-FIFTH BIRTHDAY.

The firm of N. W. Ayer & Son, of Philadelphia, the largest advertising agency in the United States, celebrated recently the thirty-fifth anniversary of a business whose success and growth can be measured only by the progress of advertising itself in this country.

They started, father and son, in a room only twenty feet square, on Sansom street, near Seventh, near the present Press Building, on April 1, 1869. Their capital was \$250, and, as Mr. F. W. Ayer, the present head of the firm, laughingly said yesterday: "Father was the head, I was the office boy, and we were equal partners."

With this capital the firm proceeded to develop newspaper advertising, and in the first year did a business of \$15,000. In the thirty-four years since they have furnished to the newspapers of the United States a total of more than \$35,000,000 of advertising. To-day they are dealing with 18,000 publications and their payments to these average \$10,000 a day, or, roughly speaking, \$3,600,000 a year.

This enormous business enterprise was started with the settled conviction that Philadelphia was the city in which it could be made a success, and that Philadelphia business methods would make it a success. In the little room on Sansom street father and son adopted the now well-known Philadelphia motto, "Keeping everlastingly at it brings success." On the walls of the two entire floors of the Mariner & Merchant Building, at Third and Chestnut streets, and the two floors of press and work rooms in the rear, that motto is to-day engraved for the 229 employees of the big firm to read.

In 1873 N. W. Ayer passed to his rest and left the business and the name to his son, F. W. Ayer, who then took into his partnership an employee named George O. Wallace, who died in 1887. Before Wallace's death another employee, Henry N. McKinney, had been taken into the firm in 1875, and finally Albert G. Bradford and Jarvis A. Wood were made partners in 1898, they also having come up through the business. These last three partners, together with F. W. Ayer, conduct the business to-day.

In 1876 increasing trade brought the firm to the then new Times Building, at Eighth and Chestnut streets, where

it rented one floor. This was before the Times moved in. During twenty-five years N. W. Ayer & Son gradually spread until they occupied all the upper floors. Then they moved to their present quarters at Third and Chestnut, on the site, by the way, of the first advertising agency in America, which was established by Volney B. Palmer in 1841.

Speaking of the immense growth of advertising, F. W. Ayer, the veteran member of the firm, said:

"There was hardly such a thing as advertising until after the civil war. Then the country began to feel its muscle and to stretch out into new lines. We have seen a great evolution in journalism. When we started it was in the days of the weekly newspaper, which was a great power. But now increased postal facilities have rendered the daily paper the vehicle of news in every part of the country.

"Yes, this is the day of the daily, and more and more is the public depending upon it for an account of what it cannot personally see and hear; and more and more the advertiser is depending upon it to tell the people that he cannot meet personally of the goods he has to sell.—*New Haven Journal and Courier.*"

A PAPER IS JUDGED BY THE ADVERTISING IT CARRIES.

When a sample copy of any publication comes to my farm home, and is a possible candidate for my hard-earned dollars, I can size it up more quickly by scanning the advertising pages than by looking over the reading matter. The editor may pose as an apostle of the true faith—economic, agricultural, religious or Rooseveltian—but the advertising manager is the man who gives character to the publication. He stamps it with an index finger that shows to just what power it has been raised. If the advertisements are straight, then the subscription list has been made up from sensible folk and an honest class of merchants are asking for their patronage. If, on the other hand, there is much advertising by knaves, frauds and indecent folk, I know that a lot of fools are reading the paper, and that, on the average, the paper is made to please fools.—*Agricultural Advertising.*

A COMPOUND for reducing printing inks is described in a folder from the Acme Compound Co., Elkhart, Ind.

Address all correspondence, payments, orders and copy for advertisements in PRINTERS' INK to the Business Manager of PRINTERS' INK.

ANOTHER of the Minneapolis Journal's interesting booklets about its home field shows that the new wealth produced in Minnesota and the Dakotas last year was nearly two and a half times as great as the gold and silver output of all the States and Territories, including Alaska, the latter being \$105,146,000 and the former \$260,000,000. Information is given in detail regarding sources of this wealth.

Classified Advertisements.

Advertisements under this head two lines or more without display, 10 cents a line. Must be handed in one week in advance.

WANTS.

YOUNG MAN—25—desires position with advertising manager. Business experience. "K," care Y. M. C. A., Seattle, Wash.

MORE than 225,000 copies of the morning edition of the *World* are sold in Greater New York every day. Reads any two other papers.

FERNALD'S NEWSPAPERMEN'S EXCHANGE, established 1898, represents competent workers in all departments. Send for booklet. 388 Main St., Springfield, Mass.

ADVERTISING SOLICITORS wanted. Active, bright, business getters. Good commission. Old, reliable drug paper. Address **RETAIL DRUGGIST**, Detroit, Mich.

PRESS WANTED by daily to handle fifteen to twenty thousand circulation. Will consider second-hand proposition on standard make in A1 condition. Address "C. C. C." care this paper.

REPRESENTATIVE for monthly Cement Journal, resident advertising solicitor in N. Y., Phila. and Boston, on commission basis. Address **NATIONAL CEMENT REVIEW**, Bay City, Mich.

INTELLIGENT and ambitious young man living in Phila., desires to represent some outside business in that territory. "W.," care of Printers' Ink.

MANUFACTURERS, Publishers and Inventors—Kindly send samples or circulars of goods of merit, with quantity prices, to a good field. **CROSS & CO.**, Box 79, South Hampton, N. Y., Dept. B.

WANTED—A case of bad health that **RIPANS TABULETS** will not benefit. A hundred millions of the Tablets have been sold in a single year, and a package containing ten can be bought at any drug store for five cents.

THE attention of ambitious advertisement writers is directed to the offer in this issue, under heading "Advertisement Constructors," wherein five hundred and sixty dollars is offered for the preparation of six advertisements.

WANTED—At once, printer who can operate and care for Simplex Type Setter. Weekly paper. Nice place.

R. B. ROBERTS,
Asheville, N. C.

VERSE WRITER and paragrapher of wide reputation will write column of snappy, up-to-date stuff for city daily.

Address "VERSIFIER,"

Care Printers' Ink.

WANTED—An advertising man to take position of advertising manager on first paper in city of 100,000 in Middle West. He must know the art of advertising, and know how to talk it, and must know something of the foreign field, too. None need apply who are afraid of work. Address "Z. Y. X.," care of Printers' Ink.

WANTED—Position by a young man as advertising manager of newspaper in town of about 15,000 to 25,000.

Good collector. Been in newspaper business five years. Linotype operator; machinist also. Handy man to have around plant in case of emergency. sober. Address **DAN E. SHELBY**, Portsmouth, Ohio.

SUCCESSFUL advertising man, at present advertising manager with large retail house, desires change. Capable, earnest, energetic. New York preferred. "H. H.," care Printers' Ink.

SEASONED man of ideas and resourceful worker wishes to demonstrate capacity for advertising department on medium of known circulation. Proposition must stand critical analysis—be substance, not shadow. "CONSTRUCTIVE," Box 336, Springfield, Mass.

PARTNER WANTED—Sell third interest well established newspaper 50 miles Phila. Entire plant new. Owner, not a print, needs partner take charge composing room. Not question of price as much as kind of man and ability as printer. If can put up \$500 cash, giving secured note \$2,000 additional, investigate this. Address "PARTNER," care Printers' Ink.

TRAINED MAN FOR NEW DAILY. Wanted, editors, advertising and circulation men, with good references to enter corporation organized to publish leading daily in largest city of prosperous Western State. Men accepted for positions must purchase certain number of shares. Address "DAILY" care of Hapgoods, Chemical Bldg., St. Louis, Mo.

POSITION as advertising manager department store. My knowledge for advertising is based upon 12 years' experience in editorial and advertising departments of daily papers. Can create copy that produces actual and tangible results. Catalogues, bargain sheets, booklets, emphasis in impression compiled. Am 30 years of age; married; good habits. References. Address **G. DEWITT PEAKE**, 5836 Ingleside Avenue, Chicago.

YOUNG MAN (30), country bred, with six years' N. Y. City experience as assistant editor and advertising manager, would like to make permanent connection with growing country paper in prosperous farming community. One offering an opportunity for future partnership preferred. With right paper would start on small salary. H. A. GAGE,
318 Broadway, New York.

YOUNG MEN AND WOMEN of ability who seek positions as ad writers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 10 cents per line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

ARE YOU SATISFIED with your present position or salary? If not, write nearest office for booklet. We have openings for managers, secretaries, advertising men, newspaper men, salesmen, etc. Technical, clerical and executive men of all kinds. High grade exclusively.

HAPGOODS (INC.),
Suite 511, 309 Broadway, New York.
Suite 815, Pennsylvania Bldg., Phila.
Suite 529, Monadnock Bldg., Chicago.
Suite 1326, Williamson Bldg., Cleveland.
Pioneer Bldg., Seattle.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$2,000 place, another \$5,000, and any number earn \$1,500. The best clothing ad writer in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. FOWELL, Advertising and Business Expert, 81 Temple Court, New York.

ALL THE ADVERTISING BOOKS submitted "on approval" to Bank or Commercial Reference inquirers.

TWENTY Practical Books.

All the Good Ones.

State business or line of advertising,
WILSON PUB. CO., ASHTABULA, O., U. S. A.
EXCLUSIVE AD BOOK PUB. & DEALERS.

ADVERTISEMENT WRITERS. especially beginners, will have an exceptional opportunity to demonstrate their ability and make money by writing to us. We will tell you how to start a business of your own at home which will do more to establish your reputation as an advertiser than years of ordinary experience. Write to-day

WELLS & CORBIN,
Suite B, 2319 Land Title Bldg.,
Philadelphia.

ADVERTISEMENTS WANTED.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000. 253 Broadway, New York.

CLASS PUBLICATIONS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000. 253 Broadway, New York.

PERIODICAL PUBLICITY.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000. 253 Broadway, New York.

CIRCULAR MAILING.

CIRCULARS MAILED. 25 cents a hundred, \$2.50 per 1,000. STANLEY, 346 4th Ave., New York. Mail received forwarded.

CARBON PAPER.

NON-SMUTTING, non-blurring carbon paper; samples free. WHITFIELD'S CARBON PAPER WORKS, 123 Liberty St., New York.

DESIGNERS AND ILLUSTRATORS.

DESIGNING, illustrating, engraving, illuminating, engraving, lithographing, art printing. THE KINSLEY STUDIO, 230 9th Ave., N. Y.

TYPEWRITTEN LETTERS.

ORIGINAL letters individually typewritten. Send specimen and I will quote low price. MARY MITCHELL, 342 Townsend St., New Brunswick, N. J.

RUBBER STAMPS.

FORTY CENTS pays for a rubber stamp facsimile of your signature. Any stamp under 3 inches, 10 cents a line. All work guaranteed. Ask for catalogue. A. EMBREE PRINTING CO., Belton, Tex.

FOUNTAIN PENS.

FOUNTAIN PENS—Complete line; 14-karat gold, iridium points; hand-made hard rubber barrels; wholesale only; prices from 48 to \$27 per doz; "cat." M. J. AVERBECK, Maker, 19 Maiden Lane, N. Y.

JOB PRINTING SPECIALTIES.

WANTED—One (only) newspaper in every town to handle the Ledgerette in job printing department. Every sale establishes permanent customer for printed statements. W. R. ADAMS & CO., Detroit, Mich.

NEWSPAPER METALS.

BLATCHFORD'S METALS—No. 1 Stereotype, Perfection Linotype, Standard Monotype, etc., etc.—are MANUFACTURED EXCLUSIVELY IN CHICAGO by E. W. BLATCHFORD CO., 54-70 Clinton St. ("A. Tower of Strength.")

ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. WALLACE & CO., 29 Murray St., New York.

BULLETIN BOARDS.

BAIL BROS., 115 Dearborn St., Chicago, Ill. Builders and Painters of Railroad Bulletin Adv. Signs; also bulletin, barn and fence spaces for rent on all railroads entering Chicago.

TRADE JOURNALS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000. 253 Broadway, New York.

WINDOW DRESSING.

SHOW WINDOW INSTRUCTION! Full course of lessons for the country merchant in The Cincinnati Trade Review. Send ten cents for three months' trial subscription. THE CINCINNATI TRADE REVIEW, Cincinnati, Ohio.

NEWSPAPER BROKER.

BUYERS and sellers of newspaper properties get together to their mutual advantage, without publicity, by my successful methods. Large list of properties and long list of buyers. Can I be of assistance to you! B. J. KINGSTON, Michigan Newspaper Broker, Jackson, Mich.

INDEX CARDS.

EVERY modern business nowadays uses the Card Index system. We are manufacturers and retailers of Index Cards, Guides, etc. Write for sample sets and prices.

STANDARD INDEX CARD CO.,
702 Arch St., Philadelphia, Pa.

FOREIGN MONEY.

SEND for latest quotations on foreign monies and mutilated American silver. Highest prices paid. Prompt remittance.

Postage stamps bought and sold at a discount.
CLARKE BROTHERS,
Bankers, 126 Nassau St.
New York. Established 1840.

PRINTERS.

BOOKLETS, Almanacs and Catalogues. Million 16-page for \$1 per 1,000 complete. Other sizes in proportion. Write STEWART PRESS, Chicago.

DOXINE, a non-inflammable substitute for lye and benzine. Will not rust metal or hurt the hands. Retempers and improves the section of rollers. For sale by the trade. Made by the DOXO MANUFACTURING CO., Clinton, Ia.

PROPRIETARY REMEDIES.

THE BLUE GLASS INHALER. A new thing. For all those things for which an inhaler is good, this is the best that ever was. It is a germ destroyer and nose opener, a remedy for colds, tonsillitis, bronchitis, asthma, hay fever and every disease of the throat, nose or air passages. Better than a gargle for sore throat. Sold for 50 cents. Sent by mail by the manufacturers on receipt of price. Address THE RIFANS CHEMICAL COMPANY, No. 10 Spruce St., New York.

HALF-TONES.

PERFECT copper half-tones, 1-col., \$1; larger 10c. per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

WE would like to estimate on your half tones either for the newspaper or other work. STANDARD ENGRAVING CO., 61 Ann St., New York.

NEWSPAPER HALF-TONES. 2x3, 7c.; 3x3, \$1; 4x3, \$1.50. Delivered when cash accompanies the order. Send for samples. KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

ADDRESSES FOR SALE.

4,451 NAMES of Wisconsin Teachers, \$5. H. A. LARSON, Waupaca, Wis.

1,451 R. F. D. route names; Ohio, \$1; new Z. X. COREY, Marysville, Ohio.

1000 UP TO-DATE Farmers, best in 4 counties, \$5. S. I. HAGELBARGER, Akron, O.

"TEACHERS MAKE GOOD AGENTS"—Buy my guaranteed list of over 3,000 teachers now teaching in South Dakota. Price, \$2 per thousand, or \$5 for the complete list. Neatly typewritten. Address E. S. FULLEN, Supt., Millbank, S. D., Box 454.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

COIN CARDS.

3 PER 1,000. Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

1,000 COIN CARDS, printed to order, \$3. 10,000 at \$2 per thousand. **ACME COIN MAIL CO.**, Box 304, Ft. Madison, Iowa.

DECORATED TIN BOXES.

THE appearance of a package oftentimes sells it. You cannot imagine how beautifully tin boxes can be decorated and how cheap they are, until you get our samples and quotations. Last year we made, among many other things, over ten million Cascade boxes and five million vaseline boxes and caps. Send for the tin desk reminder called "Do It Now." It is free; so are any samples you may desire to see.

AMERICAN STOPPER COMPANY.

161 Water Street,

Brooklyn, New York.

The largest maker of Tin Boxes outside of the Trust.

PUBLISHING BUSINESS OPPORTUNITIES.

GET into the publishing business. It offers money, dignity and a career. I act as usher.

Handle periodical publications exclusively.

The kind I sell grow and make money.

It is much in getting the right start.

That is where I can help you.

Whether you have \$5,000 or \$50,000 to invest I can be of service to you.

There is no time like the present.

I open my own mail.

EMERSON P. HARRIS.

Experienced Handler of

Periodical Publishing Property,

253 Broadway, New York.

HOUSE-TO-HOUSE DISTRIBUTING.

I AM placing millions of pieces of advertising matter from house to house throughout the entire United States for many of the leading and most conservative general advertisers. Last year I placed over seventy million pieces.

I offer all advertisers the only proven national distributing service that has made good. No small boys or bill posters connected with my service. Only men who make distributing their exclusive business.

If you have never tried my line, tell me what you have, territory you cover, and let me make a test distribution. I know something about selling, trade conditions, etc., and will not accept your order if I do not think I can make it pay you.

WILL A. MOLTON,

National Advertising Distributor,

Main Office, 443 St. Clair St.,

Cleveland, O.

BOOKS.

PATENTS THAT PROTECT—72-p. book mailed free. R. S. & A. B. LACEY, Patent and Trade-Mark Experts, Washington, D. C.

25c. POCKET DICTIONARY. 25c. Need one! We have it. Black leather, indexed. Full of information.

THE HAMILTON CO., Dept. P,

Concord, N. H.

BEST FOR PRINTER, ADVERTISER, AND WRITER—"Points for Printers"; 40pp. "Most practical, compact, complete Printers' Manual." "Full of happy ideas and good values." 25c., postpaid. **W. L. BLOCHER**, Tecumseh St., Dayton, Ohio.

WHEN PAPA RODE THE GOAT.

R. CARLETON PUB. CO., of OMAHA, NEB., have issued a copyrighted book with the above title, illustrated with 100 colored engravings, which is the most comical work of the kind we have ever seen. We advise our readers who wish to have something to drive away the blues to send \$5 cents for a copy to the above address.

PRINTERS may have my copyright lodge cat catalogue free.

PAPER.

B. BASSETT & SUTPHIN.
45 Beekman St., New York City.
Coated papers a specialty. Diamond B Perfect White for high-grade catalogues.

PREMIUMS.

FOUNTAIN PENS are always in demand for premiums. My pens are guaranteed perfect—14-k. gold. Big inducement for quantities. Write **TRANSOM**, 3182 Groveland Ave., Chicago.

LYON & HEALY'S NEW PREMIUM CATALOG, now ready, contains musical instruments of all descriptions, including a special cheap talking machine; \$20,000 worth of our mandolins and guitars used in a single year by one firm for premiums. Write for catalog, **PREMIUM CLERK**, Lyon & Healy, 199 Wabash Ave., Chicago.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually. 3rd issue now ready, free. **S. F. MYERS CO.**, 50 W. 45-50-55 Maiden Lane, N. Y.

SUPPLIES.

NEWSBOYS' BAGS—Your ad on both sides. Strong cotton drill, with shoulder strap, 100 for \$2; sample mailed 10c. **BEMIS BAG CO.**, Omaha, Neb.

W. D. WILSON PRINTING INK CO., Limited, 107 of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.

DOXINE—A non-inflammable type wash. A substitute for lye and benzine. 12½c. per pound. Let your jobber put in an 8-pound can with your next order. Makes the old rollers like new. Made by the

DOXO MAN'FG CO., Clinton, Ia.

COLD-WATER PASTE is a dry powder in instantly converted into a tacky, glue clinging paste, superior to anything you have ever used in labelling boxes, packages, etc. Try it and be convinced. Sample on receipt of your address. **BERNARD HOLMES AGENCY**, 46 North State St., Chicago, Ill.

ADVERTISING NOVELTIES.

POCKET Wallets, 4x7, 1,000 for \$10, including ad. "Wear like leather." **FINK & SON**, Printers, 5th above Chestnut, Philadelphia.

NEW Advertising Novelties—A Pencil Holder, a Nail File, and a Toothpick Case. 3 samples 10c. Agents wanted. **J. C. KENTON**, Owego, N. Y.

"MYSTIC WALLET"—the advertising novelty. Sample and prices, etc. "Little Traveler" catalogue, &c. **THE HOLIDAY NOVELTY ADVERTISING WORKS**, Knox, Ind.

"SIGN OF THE TIMES"—The Pulveroid Sign. Best for advertising your business. Write for sample and price. **F. F. FULVER CO.**, Rochester, N. Y. Buttons, Celluloid Advertising Novelties, etc.

WRITE for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. **THE WHITEHEAD & HOAG CO.**, Newark, N. J. Branches in all large cities.

THE Parisian Weather Indicator is seen often, lasts longer and attracts more attention than any other advertising novelty yet produced. Can be mailed in ordinary envelope. Samples 10c. **ALFRED HOLZMAN**, Greenville, Miss.

PREMIUMS OR CONVENTION SOUVENIRS, made from nails. They're attractive, substantial and cheap. Sample, a World's Fair souvenir, 10c. **WICK HATHAWAY'S CRN**, Box 10, Madison, O.

SEND 50 CENTS for a sample of the finest little advertising novelty, subscription premium and convention souvenir ever offered to publishers and advertisers. A **LOOSE LEAF PERPETUAL VEST-POCKET MEMORANDUM BOOK**. Absolutely new and up-to-date. Special prices in quantities. Do not fail to investigate carefully and send 50 cents for sample book. Agents wanted. **TENNGWALL FILE & LEDGER CO.**, Chicago, Ill.

ENGRAVING.

SANDERS ENGRAVING CO., St. Louis, Mo., Electrotypers and Photo-Engravers. DESIGNS FOR ADVERTISERS AND PUBLISHERS.

ADVERTISING MEDIA.

10 CENTS per line for advertising in THE JUNIOR, Bethlehem, Pa.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000. 253 Broadway, New York.

WRITE to us about "25 Business Bringers." THE RELIGIOUS PRESS ASS'N, Phila., Pa.

ADVERTISER'S GUIDE, Newmarket, N. J. A postal card request will bring sample copy.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

TOWN TALK, Ashland, Oregon, has a guaranteed circulation of 3,500 copies each issue. Both other Ashland papers are rated at less than 1,000 by the American Newspaper Directory.

1,000,000 TRAVELERS can be reached monthly through the eastern and western sections of the *Travelers' Railway Guide*. Write for particulars to 24 Park Place, N. Y., or 105 Adams St., Chicago.

100,000 GUARANTEED circulation 25 cents a line. That's what the PATHFINDER offers the advertiser every month. Patronized by all leading mail-order firms. If you are advertising and do not know of the PATHFINDER, you are missing something good. Ask for sample and rates. THE PATHFINDER, Washington, D. C.

FOR SALE.

18,000 NAMES, printed, government records; every name reliable, \$2.00. EDWARD MORTON, Calgary, Canada.

FOR SALE CHEAP—Original half-tone cuts, with descriptive matter. JOURNAL, Millvale, Pa.

BEFORE purchasing cylinder presses, job presses, paper cutters, type, material, kind send for bargain list. RICHARD PRESTON, 167L Oliver St., Boston.

42 X 60 POTTER TWO-REV.; will print 4 pages of a 7 or 8-col. A first class press for book or newspaper work. RICHARD PRESTON, 167L Oliver St., Boston.

FOR SALE—Finely equipped daily newspaper plant; material almost all new; in city of 15,000 population; doing good business; right man can buy cheap. Address Box 345, Kenosha, Wis.

FOR SALE—Half interest or entire capital stock of New England newspaper in city of 130,000. Republican. Has plant worth \$50,000. Daily, Sunday and Weekly. W. B. ROBINSON, Natick, Mass.

HOE DOUBLE CYLINDER, with or without folders attached; will print 4 pages of a 7-col. 8-page; speed, 3,000 to 4,000 per hour. Will trade in part payment. RICHARD PRESTON, 167L Oliver St., Boston.

BOOK PUBLISHERS, retiring, have about 500 original engravings, half-tone and line work, for sale at two cents per square inch; all reproductions from famous paintings, all sizes, 1x2 to 10x12; have no proofs; intending purchasers must call to see them; or we will send five dollars' worth or more c. o. d.

OPTIMUS PUBLISHING CO.

194 Broadway, New York.

AUCTION SALE OF PRINTING PLANT.

On May 3, 1904, the completely equipped printing and binding plant of the New Era Co. will be sold by me under the hammer. It contains ten presses, large and small; two gas engines, one linotype machine, and all the type, machinery and stock of paper, etc., to make up a complete establishment. It is equipped especially for large magazine and catalogue work, and has been running for years on such work. Located in the progressive city of Springfield, Ohio (50,000 inhabitants), complete and ready to run. A great business chance at a bargain price.

GEORGE S. DIAL, Trustee in Bankruptcy, Springfield, Ohio.

INSTRUCTION BY MAIL.

HUMAN NATURE TAUGHT thoroughly by mail or no pay. Mention P. I. and get Samples from Lessons free. SCHOOL OF HUMAN NATURE, Athens, Georgia.

RELIGIOUS MONTHLY MAGAZINES.

THE RECORD OF CHRISTIAN WORK, East Northfield, Mass., settles the question of objectionable advertising by not even considering "cure-all," speculation or any questionable propositions. The clientele you talk to is made up of intelligent, prudent people of the "cash paying," "good quality" temperament—a clientele to be disregarded only for the best of reasons. Write for booklet, "Facts and Figures."

MAIL ORDER.

FOR 50 cents I will send you a legitimate scheme that brought me \$50 mail orders in 30 days. KARN'S, 1017-171 La Salle St., Chicago.

5,000,000 NAMES FOR \$5.

For this amount we will tell you how to secure that number, and more if you wish them.

The average cost will not exceed 1 cent per 500 names. Money refunded if dissatisfied.

You will agree that it is a great plan of securing good live names.

C. E. BLINSINGER, 236 West 43rd St., N. Y.

GO INTO THE MAIL-ORDER BUSINESS. I have an unusually clever mail-order idea that brought me a clear profit of \$331 in a little over three weeks on an investment of \$50. This "idea" can be worked on a large or smaller scale and will yield proportionate returns. It does not require any special ability—any one may duplicate my success. It may be made a permanent business if desired. Exceptionally clean, legitimate and honorable. No medicine, picture, jewelry or book scheme. Nothing to manufacture and no canvassing. As the deal is large and practically unlimited, I will sell the complete details of this clever "idea" for \$5. You can work it anywhere, and do just as well as I did. Bright and clever ideas are gained, as a rule, only by experience. Many a man has made a fortune out of a single "idea" with only energy and good sense for his capital. I offer here to the readers of *PRINTERS' INK* the cleverest thing of my ten years' experience in the mail-order business, confident that none but will be satisfied with the small investment.

Read this indorsement from the *Inland Printer*—a journal that exercises the strictest censorship over its advertising columns:

THE INLAND PRINTER.

139-135 Sherman St., Chicago, Jan. 15, 1904.

Advz. Dept. Mr. V. H. Rainbolt, Bloomfield, Ind.:

DEAR SIR—We have your letter of January 13, inclosing details of your proposition and remittance for your Feb. ad. The plan seems to us worth the money, and we will run the ad. We return your details, circular and the letter sent for our inspection. Yours truly,

THE INLAND PRINTER (HARRY H. FINN, Sec.).

If you want to take up something in which there is real money, here is certainly a snap. Any one may work this "idea" without interference in any way with present business, if desired. Here is a letter from one customer, and they all write the same:

CHARLESTON, Mo., Feb. 15, 1904.

Mr. V. H. Rainbolt, Bloomfield, Ind.:

DEAR SIR—Details of "idea" to hand yesterday, and I consider it a good one and will begin work at once. Very truly, E. C. BLOOMBERG.

Full details of this remarkable, practical, demonstrated success sent to any one upon receipt of \$5. Positively no misrepresentation whatever. I have nothing else to sell you or anything of that sort and have no other particulars.

V. H. RAINBOLT, P. O. Box 500, Bloomfield, Ind.

ADVERTISEMENT CONSTRUCTORS.

FRED W. KENNEDY, 39th and Langley, Chicago, writes advertising your way—his way.

SPECIAL cuts and special writing for every retail business. Very low rates for 52. ART LEAGUE, New York.

FOR ten years I've been writing business literature for others. What can I do now for you? C. MOHN, 6008 G'tn Ave., Phila., Pa.

NOTHING but original ideas from this chicken, so let me scratch for you.
W. D. FAULKNER, 185 Halsey St., Brooklyn, N. Y.

TRADE winning booklets, catalogues, mailing cards, prospectuses, form letters, etc., written, illustrated, printed. Write (on letterhead) for free booklet, "How We Help Advertisers." No attention to postals. SNYDER & JOHNSON CO., Edgewater Bldg., Chicago.

TALK that takes right hold of the reader and inspires belief in your business. If you do business on the "square" and can make me believe it, I can prepare some good, sound, sensible advertising for you.

HED SCARBORO,
557a Halsey St., Brooklyn, N. Y.

A ACTS—NOT ASSURANCES
McCall Advertising Co., St. Paul, Minn., March 2, 1904.
Gentlemen—We are well pleased with your ads. They are bright, catchy and up to date. Spring trade has started off with a boom, and business has been very good the past week.

Yours very respectfully,
LIDLEN & CO.

LOOK TO YOUR ADVERTISING LETTERS. The "Letter Shop" of Franklin Hobbs, in the Carlton Block, Chicago, is the home of originality in Advertising Letters. If you are not one of the four hundred and four clients of the "Letter Shop" it will be my pleasure to furnish you with valuable information on Advertising by Mail. Ask for "Thirteen Things About Letters."

Leading advertisers are beginning to recognize the difference between effective advertising by mail and haphazard circularizing. Hitch your advertising wagon to a two-cent stamp. I can furnish you with a harness that will "pull" the business.

FRANKLYN HOBBS,
Composer and Editor of Advertising Letters,
and
Counsel on Mailing.

I INTERESTED IN
BANK ADVERTISING!
If, in the near future, you could secure many new depositors and other business in connection with your bank through advertising prepared by VOORHEES & COMPANY, don't you think it would pay you to employ them to write "Your Advertising"? We do.

We write and design financial advertising in a very attractive manner—and in a way that brings perceptible results.

Let us tell you more about it.
Glad to send sample ads and booklets to Banks, Trust Companies, etc., if you use your letterhead in writing us.

VOORHEES & COMPANY,
Specialists in "Your Advertising,"
Morton Building, New York City.

PERHAPS your eye that falls upon this may be the very one it seeks—viz., the eye of some one just about to get up some bit of Trade Literature—CIRCULAR, BOOKLET, CATALOGUE, FOLDER! Perhaps the necessity of having that—whatever it happens to be—thoroughly "up-to-date" is fully realized, and due weight given to the FACT that in these days only such can pay for their distribution. I make all such things, after a manner of my own, and I gain new customers for my wares by sending out SAMPLES that speak for themselves—and for me. If you write me in a manner suggestive of possible business I will gladly mail you a lot of such samples of my "doings." Sending for them will cost you nothing and commit you to nothing. Show postal cards when addressing
No. 3. FRANCIS I. MAULE, 402 Sansom St., Phila.

CLOTHING ADVERTISING SERVICE—My advertising service for Clothiers, Haberdashers and Custom Tailors will do more towards establishing a select trade and increasing business than any other service extant. Writing, designing and printing advertising literature of the highest order is but one phase of this service. I co-operate with my clients in a manner that insures the best possible results from their advertising. To those who write I will be pleased to explain the details of my interesting proposition.

PAUL VINSON,
307 Myron Avenue, Pittsburg, Pa.

GAS ADVERTISING.

I am furnishing the Suburban Gas Company of Philadelphia a series of one hundred ads—each ad consisting solely of one or two short, pithy, epigrammatic sentences, turning on some advantage in the use of gas for fuel, heat, light or power. This company is using these ads in four-inch double column space, set in 12 point roman, without heading or firm name, and with plenty of white space. Copy is changed daily and the series is attracting much attention. The company writes me this week as follows:

L. G. QUACKENBUSH,
Oneida, N. Y.

I am enclosing herewith clippings of ads used last week. I wish to congratulate you very highly on the get-up of these terse sayings. They are the best I have ever seen—to the point and very effective.

Yours sincerely,
SUBURBAN GAS CO. OF PHILADELPHIA.
Per J. M. CALLAHAN.

To any Gas Company official who will write me I shall be pleased to send a selection of sample ads from this series, and to quote terms for similar work. Let me add that many advertisers in other lines, whose propositions are such as to be best exploited in terse, graphic terms rather than long, prolix paragraphs, would doubtless be interested in samples from this series, their tone and style being easily adapted to other lines. I should be pleased to submit samples and talk terms with any advertiser requiring work of a similar nature.

LOUIS G. QUACKENBUSH,
Oneida, N. Y.

French-Bennett Bldg.

MAIL ADVERTISING—

I am a specialist in advertising by mail.

I don't know how to paint billboards or run a newspaper—but I do know how to prepare effective mail advertising that hits the mark—and hits it hard!

My work embraces fac-simile letters that can't be detected from the genuine—novel folders and catchy mailing cards in bright colors. That's all, but it's enough.

My prices aren't as stiff as you would naturally infer from the quality of work I produce.

Write me on your business stationery. I'll gladly send you a batch of samples and outline an inexpensive proposition that will bring new names to your ledger at minimum cost and prove the effectiveness of my methods.

No trouble for you to request samples and quotations—no trouble for me to send them.

Get my proposition—it's worth asking for!

F. R. SWITZER.

Successful Mail Advertising,
117 Genesee Street, Utica, N. Y.

YOUR literature is your representative. Have it talk in a convincing, sensible and interesting manner. If you can't get it just right, let me help you. I will rewrite it, arrange the matter so as to give forcible display and furnish a lay-out for your printer to follow. My charges are reasonable.

Send for samples of work I have done for others; at the same time let me give you an idea of what I can do for you.

LOUIS FINK, JR.,
Maker of Profitable Business Literature,
Fifth Street, near Chestnut,
Philadelphia.

TO LIVE ENGLISH ADVERTISERS—Frequent inquiries for samples of my work from English advertisers who see **PRINTERS' INK** have resulted in my making arrangements to meet these requests that I believe will be entirely satisfactory to such correspondents. I have forwarded to the London Office of the *Inox* AG, Hastings House, Norfolk Street, Strand, a very extensive line of Samples of Commercial Literature, such as Catalogues, Price-Lists, Circulars, Folders, Mailing Slips and Cards, Envelopes, etc., etc. Enterprising advertisers desiring to inspect this altogether unique collection are cordially invited to call at the above address, where it will be shown them. If such inspection shall give rise to a suspicion that I might be helpful to the inspector, I shall be pleased to receive samples of such advertising matter as it is thought might gain from a reconstruction along lines suggested by any of my said samples. When acting upon this suggestion please be careful to refer definitely and with precision to the particular sample or samples that were favorably regarded.

R-1 FRANCIS I. MAULE, 402 Sansom St., Phila.

TO ADVERTISEMENT CONSTRUCTORS

(Amateur and other).

\$200 FOR THE BEST ADVERTISEMENT.

\$100 FOR THE SECOND BEST.

\$50 EACH FOR THE NEXT FOUR IN MERIT.

For the purpose of encouraging amateur advertisement constructors, as well as inviting the aid of the masters of the profession, the Ripans Chemical Company will, within the next twelve months, pay ten dollars each for fifty-two advertisements submitted to them that they think good enough to be worth using, and pay from day to day as accepted, and at the end of a year—viz., December 2, 1904—will award and pay \$500 in cash prizes for the six best and most effective advertisements that have been submitted.

The advertisements of the Ripans Tabules have been before the public for twelve years.

They were the first largely advertised proprietary medicine ever sold in tablet form.

They were the first remedy for dyspepsia ever successfully popularized through advertising.

They are the only proprietary medicine sold in the drug stores at so low a price as five cents.

Fourteen thousand testimonials of the efficacy of Ripans Tabules, as a dyspepsia remedy, have been received at the office of the Ripans Chemical Company in twelve months.

A hundred million Ripans Tabules have been purchased at drug stores in the United States in a single year.

Every drug store in America sells Ripans Tabules, and can give names and addresses of persons who have been benefited by their use.

Interviews with such persons furnish the best material for effective advertisements of Ripans Tabules. Each case has what seems peculiar points, but when presented to the public in an advertisement appeals to thousands of others precisely like it who had thought themselves the only ones who suffered in that precise way. The remedy that cures or relieves one is a boon to every other person living under similar conditions. The advertising value of individual cases can hardly be overestimated.

Address all communications to
CHAS. H. THAYER, PRESIDENT.
THE RIPANS CHEMICAL COMPANY,
No. 10 Spruce St., New York.

YOUR SALESMEN WOULD GET A BETTER RECEPTION AND CLINCH A LARGER PERCENTAGE OF SALES IF THE EDUCATIVE WORK WERE DONE BEFORE THEY APPEARED ON THE SCENE.

Ask any traveling man what is the most difficult part of salesmanship, and he will tell you:

"Getting a man interested—arousing interest is nine-tenths of the battle."

If you depend upon your salesmen to arouse this interest in addition to clinching the order, they are having a mighty hard job of it—especially with a new article.

A better plan would be to arouse this interest yourself, so that the salesmen can put all their time and effort on actually getting the order.

Many houses are spending thousands of dollars doing educative work through salesmen, when they could accomplish the same result at a fraction of the cost with the right kind of advertising.

One of our clients, whose orders run anywhere from five hundred to twenty-five thousand dollars, sends the strongest possible kind of advertising matter we know how to create for him in advance of his salesmen. When the men reach buyers, the buyers know all about the proposition, and if they are at all interested it is then up to the salesmen to clinch the sale.

When we first proposed this plan our client thought that it would simply add to his selling expense without producing any direct returns.

"Why," he said, "our salesmen are paid to sell the goods. If they can't do this, we had better get other men."

We pointed out that the saving which we could effect in his salesmen's time would pay the advertising expense many times over, and we induced him to make an experimental appropriation of two hundred dollars.

This advertising not only had an immediate effect upon the salesmen's work, but it brought in several new and profitable accounts direct. Now our client is enthusiastic about advertising—as we do it.

There are a lot of readers of **PRINTERS' INK** to whom our services would be equally valuable—maybe you are one of them. If so, we would like to send you the following literature:

"YOUR VOICE CANNOT REACH EVERY NOOK AND CORNER OF THE LAND,"

"SELLING MORE GOODS,"

"CLINCHING THE SALE."

(To proprietors and managers only who write on business stationery.)

EDMUND BARTLETT,
Advertising Specialist,
150 Nassau St., New York.

If you are looking for good advertising literature of any kind, or want an effective series of newspaper or magazine ads, or would like to have a real follow-up system devised, inquire what we can do for you.

THE classified ads of the Little Schoolmaster pay, and pay well, to the advertiser who tells the right story. Yet, when he counts words, poorly connects his announcement and simply succeeds in inserting a few lines of almost blind copy, what can he expect! True, an ad should be short and concise, but it must be explicit enough to convey to the reader's mind clearly what is offered. Ten dollars pay for a hundred line classified ad. Suppose you left half an inch blank space on top and bottom, you could still tell an important, complete message. Ad constructors and novelty dealers often run very poor copy in the Little Schoolmaster. Their advertisements are too vague, too general, instead of giving special information of special services.

The readers of PRINTERS' INK are practical business men, who like to know clearly what is offered. If they can't get it from the advertisement itself, they don't go to the trouble to write and find out. The writer's 'phone rings often with the inquiry, What specialist can you recommend for this or that one thing in particular! They ask for a man who is an expert in mail order booklets, an expert in educational or financial adwriting, or a party who can write on mechanical subjects, and many others.

He always likes to recommend his own advertisers, but he is so handicapped by the lack of information that their ads generally convey that he must often name somebody else. Ad-writers should specialize. Don't simply say: "I write all kinds of ads, booklets, circulars, etc." Name the special features where you are strong. Classified advertisements in PRINTERS' INK pay if the ads are right and the advertiser can "make good."

Classified pages are also useful for publishers. A page costs twenty dollars. If a story were inserted right in the center of a page, with plenty of blank space around it, it would make a striking announcement.

Address all correspondence, orders and copy to the BUSINESS MANAGER of PRINTERS' INK, 10 Spruce Street, New York.



IN PHILADELPHIA

It is estimated
there are over
230,000 Homes.

THE BULLETIN'S

circulation
which during the month of
March averaged

183,837 COPIES DAILY

reaches a majority of these homes.

The Bulletin's
circulation figures
include only
the copies taken
and paid for.

Exchanges,
copies used by employees,
and all copies damaged,
or returned as unsold,
are omitted
from the figures
of the stated circulation.

WILLIAM L. McLEAN, Publisher.

*"In Philadelphia nearly everybody reads
The Bulletin."*



E. J. RINGUEBERG, Buffalo, N.Y.

Here is a brief story of success that will interest those who are anxious to know whether Powell graduates are properly grounded in actual experience before filling important positions:

Quickly Qualified as Advertising Manager.

BUFFALO, N.Y., Dec. 19, 1903.

Mr. George H. Powell,
Temple Court, N.Y.C.

DEAR SIR—I take pleasure in informing you that I have secured a permanent position as manager for H. J. Clark & Co., Buffalo, N.Y., and have full charge of the advertising department. The course of advertising which I took with you made me efficient to fill this position.

Thanking you for past favors, I am, yours very truly,

E. J. RINGUEBERG,
Advertising Manager.

But the employer—the Clark Agency—wants a hand in the proof, and here it is:

Local and Long Distance
Telephones.

H. J. CLARK & COMPANY, Inc.,

ADVERTISING,

BUFFALO, N.Y., Mar. 11, 1904.

George H. Powell, Esq.,

Temple Court, N.Y. City.

DEAR SIR—We have your inquiry of March the ninth relative to the efficiency of Mr. E. J. Ringueberg, who came to us recommended by you, and we are pleased to say that Mr. Ringueberg's work is entirely satisfactory and that he has proven thoroughly competent to fill the position as manager for us.

Very truly yours,
H. J. C. to No. 3. H. J. CLARK.

Can I Double Your Salary?



My ads in PRINTERS' INK are for a double purpose:

First, the encouragement of worthy young men and women who, through my System of Instruction by Correspondence, will be capable of earning from \$25 to \$100 a week as ad writers.—

Second, the furnishing of proof in shape of magnificent testimony so that every advertising agent, every publisher and every business man in the land can easily verify the fact that I teach practical, actual advertising so thoroughly that no possible doubt can exist as to its great worth.

This week I illustrate the achievement of a Buffalo student who is now manager of a well-known advertising agency, and such a difficult position every advertising authority will agree is the most severe test of my ability to teach.

Last week PRINTERS' INK devoted about four pages to an interview with me, and the superiority of my methods was freely admitted.

It is the only endorsement this great authority ever gave an ad school, and the real reason was because the Powell System is to-day the best in existence.

My fine Prospectus with remarkable facsimile proof gives all the facts, and I will mail copies free on request. Advertising men are invited to investigate my Course at my office at any time.

George H. Powell, 1272 Temple Court, New York

The Best Evening Paper

CLARKSVILLE, TEXAS, Feb. 23, 1904.

Editor Printers' Ink:

Are the New York *Evening World*, the Philadelphia *Bulletin* and the Chicago *News* the greatest evening papers? We have it on the authority of *Newspaperdom* that they are, and your reproduction of *Newspaperdom's* article in your issue of February 17. The greatest may be one of the trio mentioned, but the best—there's some difference in the meaning of the two terms—is not published in either of the great population centers. It has its home at Kansas City, Missouri, U. S. A. It is THE KANSAS CITY STAR, of course, and its equal as a well balanced, all 'round newspaper for local and distant readers does not exist. There is not a single department in which it does not excel.

Mechanically it is practically perfect from the head-line over the first column on page 1 to the last period on the back sheet. Editorially it is more entertaining than the New York *Sun* and more instructive than the *Evening Post*. From the editor-in-chief to the rawest reporter on the city editor's staff there is but one thought in their work—to do it right. Pellucid English, rarefied syntax and irreproachable diction come to them without striving, and the reader, however ignorant of such things, feels the uplift unconsciously.

THE STAR's news drag-net is so constructed that nothing of importance escapes its silken meshes, while most of the dull and "unfittin'" passes through. THE STAR was never known to abandon its readers in the middle of an interesting news story. It carries them through the warp and woof of the case and then gathers up the loose threads and weaves them into short, illuminative paragraphs cut just to the requisite length.

Its advertisers are neither outlawed nor invited to the front parlor to loll in the best chair and rest their feet on the mantel. Its classified ads are so arranged that they invite the casual reader rather than repel him. In short its subscribers get more for a dime than any other subscribers on earth.

This is the honest conviction of a disinterested reader who never saw a single individual connected with THE STAR.

J. J. TAYLOR.

Quality

Automobile owners are the best of the buying public. They read

Automobile Topics

which is not a trade paper, but a weekly magazine of this SPORT OF PRINCES.

11,000 CIRCULATION

not one-half per cent lost=100,000
"General Circulation."

Advertisements in it Pay

Write us at No. 1440 Broadway, New York, or call us by 'phone 4715-38th St. \$2 a year. On all news stands, 10 cents.



Getting You Started Right

A great many advertisers and those who would like to be advertisers hesitate about writing to an advertising concern for fear of having to pay heavy prices for "advice," or, what is worse, being advised to expend far more money than they can possibly afford.

We invite advertisers or prospective advertisers to lay their proposition before us, and we will tell them frankly what we think about it.

We have saved many concerns a good deal of money in this way.

If we can do anything for you, we will charge a reasonable sum for our services, and if there is nothing we can do for you, we will tell you so quite frankly, and not advise you to pursue a course which cannot possibly lead to success.

Let us hear from you.

If you are a manufacturer and have not written for our book, "TRADE MARKS AND BRANDS," do so.

THE GEORGE ETHRIDGE COMPANY,

No. 33 Union Square,

New York City.

ADVERTISING METHODS OF A VERY LIVE TRUST COMPANY.

This company is the pioneer advertiser among Cleveland banks. Its growth has been largely due to unique and aggressive advertising. In the able hands of Mr. Rogers the advertising department put out pamphlet after pamphlet which were not only replete with solid facts bearing on the substantial nature of the institution but were sought after for their high artistic merit. This idea of bank promotion was new then. The principle that entered into the making of these pamphlets was to catch the eye of a prospective customer first and then have the facts so plainly and concisely stated that the eye could not miss them. The eye-catching was mainly done through half-tone reproductions of the beautiful interior at 121 Euclid avenue. When people saw these they were at the same time confronted with the words "Club-like arrangements for customers, reading, writing, toilet rooms," etc. One of the best business pullers developed in the early days was the flat tin box containing four booklets—one for each department of the bank—which was delivered all over the city by messenger. This box was a facsimile of the boxes used in the safe deposit vaults, and a little folder that went with it told how it might be used to put insurance policies in and sent to us for safe keeping at a dollar a year. No publicity originating with the company did more to establish its claim to successful originality in advertising than the self-explanatory statement of resources and liabilities originated by Mr. Tillotson, and since copied all over the country. It was designed to be understood by any one who could read, and the great financial strength of the company was so plainly set forth, that much new business came from it. It is sometimes hard to trace the source of new business directly to advertising, but it is an easy matter to see the cumulative effect of nine energetic years.—*The Eagle Eye, Cleveland Trust Company, Cleveland.*

NO TRADE PAPER IS ABSOLUTELY USELESS.

Fifty years ago trade papers were as scarce as air ships now are. Retail merchants did not read, manufacturers did not advertise. Then some clever fellow who could write decided that merchants should keep in touch with their particular line of business and all the changes that are constantly taking place in it, through an unprejudiced source. He proceeded to print a trade journal and went about looking for circulation for it. A lot of people told him he was crazy; others too polite to tell him so, thought it of him. They always do of people who are smart enough to get ahead of the procession. Since then trade journals have sprung up in hundreds. Some of these are good, some indifferent but none bad. They all mean well and would all be better if they had the capital and the energy to make themselves of value to advertisers.—*Robert E. Lee, Editor Interstate Grocer, St. Louis.*

The highest art in advertising is the art of making it successful.—*The Homely Philosopher, Detroit.*

Displayed Advertisements.

20 cents a line; \$40 a page; 25 per cent extra for specified position—if granted.
Must be handed in one week in advance.

NEWSPAPER WANTED

An experienced and reliable newspaper man, in touch with modern methods, would lease for a term of years a good daily or weekly newspaper within five or six hours of New York. Must be a paying proposition. To a proprietor having good reason for retiring from business this offers a fine opportunity. Address M. L. AUSTIN, Room 1173, 184 Nassau Street, New York.

IT'S THE BRAINS

used in the editorial office of *The Retail Merchant* which causes it to be read and appreciated by the live merchants of the Southwest. It pays to advertise in it.

THE RETAIL MERCHANT,
DALLAS, TEXAS.

(Member Roll of Honor).

Of the 13 papers published in Arizona

The Arizona Republican,

issued at Phoenix, is the only one that establishes a claim to a circulation rating in Rowell's Newspaper Directory so high as 1,500 copies. It is probable that no more than 3 out of the 13 print so many as 500 copies regularly, but during the first four months of 1903 the ARIZONA REPUBLICAN has issued more than 6,000 copies each and every day.

YOU SURELY CAN

If you wish—reach 15,000 families in rural New England by placing your announcements in that oldest and most reliable of agricultural journals

THE NEW ENGLAND FARMER

For eighty-two years it has been the "bible" of the farmers in the six New England States. It has 15,000 circulation among the better class of agriculturalists. For sample copies, rate cards, or other information, address

THE NEW ENGLAND FARMER,

Brattleboro, Vt.

Advertising Agencies.

Advertisements under this head, two lines or more without display, 10 cents a line. Must be handed in one week in advance.

ALABAMA.

A-A-Z ADVERTISING CO., Mobile, Alabama. Distributing and Outdoor Advertising.

CALIFORNIA.

CURTIS-NEWHALL CO., Los Angeles, California. Estab. 1895. Place advertising anywhere—magazines, newspapers, trade papers, out-door. Effective ads. Marketing plans. **PACIFIC COAST ADVERTISING**, 35c. copy; \$2 year.

BARNHART AND SWASEY, 107 New Montgomery St., San Francisco—Largest agency west of Chicago; occupy 10,000 sq. ft.; employ 60 people; manage all or any part of an advertising campaign; can save advertisers money by advising judiciously for newspapers, billboards, wall signs, street cars, distributing, etc. Can place goods with wholesalers and retailers. Knowing Cost conditions, we can place your advertising without waste. Write for booklets.

DISTRICT OF COLUMBIA.

FOR 3-line Want Ad in 15 leading dailies. Send for lists and prices. **L. P. DARRELL ADVERTISING AGENCY**, Star Bldg., Wash., D. C.

KENTUCKY.

H. M. CALDWELL Adv. Ag'cy, Louisville, plans, prepares, places advertising; newspapers, mags.

MARYLAND.

MILBOURNE ADVERTISING AGENCY, Baltimore. Estab. 1876. Newspaper, magazine, out-door advertising written, planned, placed. Don't spend \$1 in Md. before getting our estimate.

MINNESOTA.

DOLLENMAYER ADVERTISING AGCY., Tribune Bldg., Minneapolis. Recognized agency of the Northwest; gives small accounts proper attention. Members American Adv. Agents' Ass'n.

NEW YORK.

O'GORMAN AGENCY, 220 Broadway, N. Y. Medical journal advertising exclusively.

GREIG ADVERTISING AGENCY, 719 St. James Bldg., N. Y. Newspaper, Periodical and Outdoor Advertising. Large or small contracts accepted. Consult us before placing your advertising.

GEO. P. ROWELL & CO., 10 Spruce St., New York, have representatives calling in person upon newspapers and retailers, taking up State by State, and offer advertisers the unusual facilities of this service. Schemes for introducing and selling goods.

NORTH AMERICAN ADVERTISING CO., the only co-operative advertising agency in existence. Places advertising in all classes of mediums. Affiliated with the American and Foreign Trading Co., which handles American goods abroad and foreign goods in the home market. Communications from manufacturers desiring larger output requested. **F. L. Ferine**, president; **W. W. Seeley**, vice-president; **F. James Gibson**, secretary; **Baxter Peterson**, treasurer, 100 William St., New York.

OHIO.

CLARENCE E. RUNEY, Runey Bldg., Cincinnati, O. Newspaper, Magazine, Out-door Advertising. Printing, Designs, Writings.

PENNSYLVANIA.

FOLEY AND HORNBERGER, ADVERTISING AGENTS, 1216 Commonwealth Bldg., Phila. (Successors to Richard A. Foley Co., Advertising.) Believe in "Less black and White and More Gray Matter," and will be pleased to submit suggestions and prices on newspaper, magazine or street car advertising; booklets, mail cards or folders; to give business counsel, and to plan with advertisers who want increased returns.

THE H. I. IRELAND ADVERTISING AGENCY, (Established 1890), works with as well as for clients.

Plans and places advertising in newspapers and magazines. Creates mail-series of folders and cards to reach the trade. 225 Chestnut Street, Philadelphia, Pa.

RHODE ISLAND.

O. F. OSTBY AGENCY, Providence—Bright, catchy "ad ideas," magazine, newspaper adv.

CANADA.

How often agents of American firms tell us that their advertising is ineffective because not in harmony with Canadian ideas. We can get the best results for an appropriation in Canada. Correspondence solicited. **DESBARATS ADV. AGENCY**, Ltd., Montreal.

MAMIE'S SOCIAL POSITION TAKES A GREAT DEAL OF MAINTAINING.

You may think that the young lady who waits on you in the hosiery department is just plain Lizzie Scruggs. You were never more mistaken in your life. She is a haughty Duchess, the heroine of her own little romance, temporarily stooping to this menial service, until the arrival of her liberator. She is, of course, unlovely and ridiculous in her assumed character, in her chilly patronage of all the plainly-dressed women who stop at her counter. She might be beautiful in her true self if she would only make a profession of her work and a business of being sweet tempered and genuine. The trouble with Mamie back of the lace counter is a wrong point of view. She wants to be a perfect lady, but her idea of asserting her good breeding resembles that of Mrs. Casey in her quarrel with the Dago woman over the back fence. "Carriage trade" and "charge customers" do not perhaps afford a good school of manners. This country is full of beggars on horseback who try to ride over their fellows. Many people are afraid even to be civil to a waiter for fear the waiter will think they are no better than he is.—*George L. Dyer, in Mahin's Magazine.*

TAKING OUT THE WHEELS TO FIND THE SOUL.

It will be a great day for advertising when men see it in a large way and stop taking a part of it for the whole—when they understand that the vital parts of advertising are the things that go with it and that advertising is a moral force and not a mechanical toy. Rule twisting and type sticking and stamp licking and space measuring all have their place and their value. I do not depreciate them when I say that they should not be permitted to obscure the view. Mechanical details have a great fascination for most minds, especially the mathematical American mind. The average business imagination does not rise much higher than it can travel in a passenger elevator. An increasing number of men refuse to believe in all but the things they can touch and see, and it is perhaps natural they should dwell upon the material, obvious aspects of the subject and miss the soul in the machine. Advertisers pay for space, buy cuts and copy, set the wheels in motion and stand by to see them run. If the things desired do not promptly happen it is plainly the fault of the agent or publisher and they begin to tear things to pieces like a child that wrecks a toy because he lacks the intelligence to make it work.—*George L. Dyer, in Mahin's Magazine.*

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Some custom tailor or dealer in ready-made clothes for men is making a mistake if he can get Mr. Arthur D. Ferris to write his ads and doesn't. Mr. Ferris, while a general writer, seems particularly happy in the preparation of clothing "copy," and has a style that is all his own. He has a way of utilizing current events to make his copy interesting, without dragging them in by the hair or allowing them to interfere with a telling presentation of his proposition. The ads reproduced below are old ones, and none of them happens to be of the kind just referred to, but they are sufficiently out of the rut to justify their reproduction as examples of good advertising for a custom tailor.

The clothes you buy here will be tailored right up to the date of your order; because being *made to measure* our cutters give them the *very latest* style.

Styles change.

Example—The "dead" raglan overcoat. How can "Ready-made" stores give you the *latest* style?—their clothes are made up in advance.

Suits or overcoats **MADE TO ORDER**, from \$15 up.

It it's a Loftus'—it's "up-to-date."

W. C. LOFTUS & CO.,

Custom Tailoring Only,
1191 Broadway, near 28th St.

There's a difference between finding your size and finding what you want *in your size*.

It's generally the case that "if" the ready-made double-breasted suit were single-breasted you'd take it, and "if" the cut-away suit were a sack that would suit the "other fellow."

Here you find what you want, have it made as you want it, and made to **FIT**.

\$12.50—worth double.

"Keep-Busy" Sale ends September 1st.

Make tracks this way.

Painstaking care makes Loftus' suits wear.

W. C. LOFTUS & CO.,

Custom Tailoring Only,
1191 Broadway, near 28th St.

THINK IT OVER.

Clothes either *improve* or *mar* a man's appearance.

Ready-made clothes at their best are only ready-made—they are made to fit "modeled forms"—not your form.

MADE TO ORDER clothes are made from a pattern; drafted to fit the form of the individual who is to wear them.

Ready-made clothes are not "up-to-date" clothes, because they have to be made up in advance, and any new styles that come out *cannot* be given them.

MADE TO ORDER clothes can be given *any* style you want, up to the day you are measured.

Unlike the ready-made stores, we don't try to fit you to the clothes—we make the clothes to fit you.

Suits and overcoats made of good material, tailored in the *very latest* styles.

\$15 and up.

It's "up" to you.

If it's a Loftus'—it's "up-to-date."

W. C. LOFTUS & CO.,

Custom Tailoring Only,
1191 Broadway, near 28th St.

Very Attractive.

"Brown Betty" Tea Pot

The daintiest and most home-like receptacle in which to brew tea; made of the finest grade of earthenware of rich brown tint, and covered with sterling silver in beautiful scrolls and shields; a most artistic effect. Price \$13.50.

Our catalogue of Diamonds, Watches, Jewelry and Silverware sent free on request.

JACCARD JEWELRY CO.,

1032 Main Street,
Kansas City, Mo.

Short and Sweet.

Chocolates, 20c.

Our famous brand of Venetian chocolates at a very low price. Bitter chocolate coating and rich mellow centers—no superior in quality and workmanship, twenty varieties, in 1, 2, 3 and 5 lb. boxes, per lb., 20c.

THE FAIR, Chicago.

Sensibly Said.

Appearances

Some women buy a steel range because it looks very attractive as it stands on the store floor. Lots of nickel plating to show it off and catch the eye. Did you ever stop to consider how much this plating costs, how hard it is to keep clean, and how little it improves the cooking qualities of a range? The "Majestic" manufacturers do not believe in this nickel trimming; they spend their money on improving the inside of their range. We have sold this range for seventeen years and during that time the 400 users have not paid out \$10.00 for repairs.

MAJESTIC EXHIBIT,
March 14th to 19th.
A. P. ELDER,
Ottawa, Kansas.

You see, it takes quite a bunch of stamps to get anything.

Why We Chose the Blue Trading Stamps

The Blue Trading Stamp system, devised by the Benedict-McFarland Co., is the best in the world. It was not adopted by The Big Store until it had been subjected to a crucial test of severe examination and carefully compared with all the others in use. With all trading stamps that are issued, except the Blue Trading Stamp, it takes one thousand stamps to complete a book, and no premium is given for less than one book. With the Blue Trading Stamp 990 stamps complete a book. Moreover, if you wish, you receive a

Premium for 300 Stamps.
Premium for 600 Stamps.

This obviates the necessity of waiting until an entire book has been collected. Another point, and the one that decided The Big Store in its choice of the Benedict-McFarland system, is that the Blue Trading Stamp obtains the most practical and by far the most valuable premiums.

SIEGEL-COOPER CO.,
Chicago, Ill.

Safe Deposit.

Prudent People

Keep their valuables beyond the reach of thieves, fires and floods. Let us have the custody of yours—you can not *always* guard them—we can; it is our special business. *Five Dollars a Year* pays for every safeguard that modern skill has devised.

NEW ENGLAND NATIONAL BANK.

Ground Floor,
9th and Wyandotte,
Kansas City, Mo.

Custom Tailoring.

Remember!

Clothing without style is like a violin without strings—minus its soul. But even style in clothing would count for little if quality were wrong. Everything wanted in a suit of clothing you'll find in one of our Suits to Order for \$15.00.

Style, Workmanship and Quality. You can choose from Scotch Mixtures, Chevots, Cassimeres, Worsteds and Serges.

Drop in and talk it over.

N. C. GANSTER & SON,
The Popular Tailors,
208 North Gay Street,
Near Saratoga,
Baltimore, Md.

Another Good One for a Stationer.

"Your Stationery Reflects your Breeding"

says a recent writer. If you want to be correct in stationery this year—better depend on us.

Our "Highland Linen," the finest fabric paper made, comes in proper sizes for acceptances, regrets, notes and letter writing. Only 35c by box or quire.

For a cheaper paper, correct in shape and tint, see our "Linen Lawn," only 32c a pound.

If it's a good thing in stationery it's here.

HANFORD & HORTON,
6 North Street,
Middletown, N. Y.

BILLBOARD ADVERTISING.

By the Outdoor Advertising Department of the Ben B. Hampton Co., 7 West 22d St., New York.

In the old days the billboards were used largely to set forth the name of an article in big plain letters on an equally plain, unattractive background. Some advertisers stick to that method still, but modern poster art is changing methods—has changed them, converting what some people considered eyesores into things of beauty. Nowadays a mere name, no matter how large the lettering, is not sufficient to constitute a *good* poster. Selecting two or three words which will tell a story that seems to need as many dozen, is a difficult matter. Getting the paper ready for posting includes making a design that will attract the immediate attention of every one, please every one and leave a lasting impression; finding just the proper wording; having the whole lithographed in the right way at the right price. These

THE GRACEFUL LINES OF THIS
COSTUME
ARE PRODUCED BY THE

R & G

CORSET.

"BETTER THAN EVER"
HAVE YOU SEEN THE
NEW MODELS,
STRAIGHT FRONT AND DEEP HIP.



There must be a phrase or two, very short, telling what the goods are, and their chief point of merit. The artistic side of the poster must be not only ornamental, but *illustrative* and *ornamental*. The plan, design and lettering scheme require the best thought of men experienced in this class of work. It is far easier to say too much preliminary details are more than half the battle in poster publicity. The other half of the battle is in the way the posters are used. There must be an intelligent plan for billboard work—a plan fitting in perfectly with the other advertising that has been done or is to follow. Otherwise, the best posters ever made will prove of little value. Posting must be done sys-

tematically, and with a clear end in view.

First must be chosen the States or groups of States to be covered, and the order in which they are to be covered. Then the cities must be arranged, and lastly the par-

residence section must be used, and there are commodities that are best advertised on the boards in the neighborhood of shops and factories.

What may be accomplished with posters is best shown in the form

MALAY OIL

IT KILLS THE PAIN

FOR RHEUMATISM, ACHES & PAINS

Sold Everywhere 10 AND 25 cts.

ticular sections of each city to be covered. For example, with a proposition that appeals chiefly to business men, your posters should be placed in the business section of the city. If you want to reach housewives the billboards of the

of a comparison between newspapers and billboards. In no sense is it the intention to advance billboards as a substitute for newspaper space, but merely to show that billboards are an auxiliary medium very reasonable in cost.

Newspapers and boards are the two most effective means of wielding sledgehammer blows in a given territory. The advertiser can use pages, half-pages or perhaps quarter-pages in the dailies, or 24-sheets, 12-sheets or even 8-sheets on the boards. Either will give tremendous, attention-compelling display. A full-page ad in the one leading newspaper in a reasonable number of cities will cost something like \$20,000 for one insertion. This sum spent on billboards in the same cities will make a good strong display of 12-sheet posters for one month. The newspaper advertising will reach not only the cities in which the papers are published, but a wide sweep of neighboring territory. The posters will appear only in the cities proper and their immediate suburbs. But no single paper thoroughly covers a city, and the newspaper ad lives little more than a day. The posters, on the other hand, thoroughly cover each city, and they live for a month. From the publicity standpoint the billboard's value is far in excess of the newspaper's, cost considered, if the commodity can be wholly advertised by billboards. The shrewdly planned campaign would combine these two different mediums—the short-lived, widely diffused, expensive newspaper space with the long-lived, concentrated, cheaper poster.

The newspaper ad should convey to the reader a *news message*—a story and an argument. No lengthy argument can be advanced on the poster. Its value lies in strong display—its ability to place the name of an article prominently and frequently before the people. A department store takes a page in a Sunday paper and fills it with closely printed store news. That is *advertising* in the sense that advertising tells a story or offers an argument in attractive form. A breakfast-food manufacturer's page ad in a newspaper, on the other hand, is divided into three quarters of a page for an attractive picture and the name of his article, and one quarter for arguments as to its merits. One-fourth of his space is advertising equal to store news,

while three-fourths is simply display, or "publicity" as it is technically called. It is sound sense to say that if a quarter page in the paper had been used to present the argument and the cost of the other three-quarters spent in posters, greater effect would have been obtained.

A page in the two New York evening papers of greatest circulation costs about \$1,800 on a basis of using other space during the year. Now, \$1,800 will post 2,800 8-sheet posters for two weeks or three weeks, or 1,400 8-sheets for twice that period. This quantity of paper covers Greater New York in a pretty thorough manner. The department store needs its page to tell live store news. The breakfast-food man told his story in one-fourth of his page, using three times as much space for display. Wouldn't his display have been bigger, louder and longer lived if scattered over the billboards of Greater New York and kept there two or three weeks?

In small cities there are just as good arguments for display advertising on the billboards. In the ordinary city of 25,000 population the cost of a newspaper page put into billposting will "smother" the town with posters for a month. The advertiser who must tell a story—advance extended arguments of an educational nature—needs the newspapers. But the advertiser who can tell his story in strong, bold display—or tell part of it in that manner—can unquestionably buy the most for his money on the billboards.

Billposting should not be confused with "paint," as painted bulletins are called. "Paint" is expensive when compared with billposting. A poster can be changed as often as desired—put on for a week and off for a month, then on for another week—and the cost of paper does not make this extravagantly expensive. Painting is naturally an expensive operation, especially when good paint and good workmanship are employed. The advertiser who desires to stay on one set of boards for three months or longer may find paint an

RIPANS BLUE GLASS INHALER sent by mail to any address, postage paid, on receipt of price, 10 cents. The Ripans Blue Glass Inhaler is a powerful and effective remedy for Colds, Sore Throat, Asthma, Hay Fever, Bronchitis, Tonsillitis and all diseases of the Nose, Throat and Air

Colds, hay fever, wet feet, asthmatic attacks, stormy days, each has served to bring the tendency into unpeaking prominence. His remedies have been care against exposure, expectorants and gargles, especially the latter. Three years ago he was led to experiment with the little-



Passages. The inventor or discoverer of this inhaler is a man of nearly seventy years. In his twentieth year, nearly fifty years ago, he suffered from a diphtheritic sore throat and has never since been wholly free from annoyances suggesting, more or less, the origin of the trouble.

known substances that are the basis of the renewing fluid of the Blue Glass Inhaler and was amazed at the relief he experienced. A single application of the Inhaler, used through the mouth, was generally effective for a day, and repeated applications on occasion, more and more

I think the offer on the other side will interest you.

PRINTERS' INK

A Journal for Advertisers
Published Weekly
At 10 Spruce St., New York

has been very helpful to me and I believe you will find it equally so.

Address of present subscriber

Date

TEAR OUT SIGN AND HAND TO A PROSPECTIVE SUBSCRIBER

remote, practically banished the complaint which, if it now shows any tendency to return, succumbs so immediately to a single treatment that the patient enjoys a freedom from throat trouble such as he had not previously known in more than forty years. He is heard frequently to assert that, could he not obtain another, he

would not for a thousand dollars part with his Inhaler and the small bottle of the renewing fluid that suffices to revive its powers after three months' usage. Address the manufacturers, THE HIPANS CHEMICAL COMPANY, No. 10 Spruce Street, New York.

PRINTERS' INK THE LITTLE SCHOOLMASTER IN THE ART OF ADVERTISING

"Some men pay \$10,000 for an expert to manage their advertising. There are others who pay \$5.00 for an annual subscription to PRINTERS' INK and learn what all advertisers are thinking about. But even these are not the extremes reached. There are men who lose over \$100,000 a year by doing neither one."

FOUR WEEKS' TRIAL TRIP

Publisher PRINTERS' INK,
10 Spruce Street,
New York.

Please send me PRINTERS' INK for four weeks, for which I inclose 10 cents, as I wish to examine the paper with a view of becoming a regular subscriber.

Name _____

Address _____

WON BY STRATEGY

Some time ago I received a letter from a Canadian publisher, which reads as follows:

"Your ads I always read—can't help it; they've indelibly impressed themselves on my brain. Perhaps you'll think I haven't much of the latter, as I have not tried your ink. But mayhap some day your ads will drive me to that. For the present, I want your new book. Success—you deserve it!"

I published the above in one of my advertisements and called attention to the fact that it was ink orders I was after, and not empty praises. Several weeks afterward, the genial fellow who thought so much of my ads felt it his duty to favor me with an order and wrote as follows:

"DEAR SIR:

"At last I come—seen your recent roast on my praising without doing, but this is the first opportunity I have had to do, so here goes for a trial. Kindly ship at once a 100-lb. keg of news ink. Hope to secure a larger quantity next shipment, but this is ample to give you an idea of what kind of ink we require. Also enclose order for the very essential \$5.00."

The purchasers of my inks are fully protected by my guarantee that if the goods are not found as represented the money will be refunded along with the cost of transportation. Send for my price list—it contains many useful suggestions for relieving troubles which are unavoidable in a busy pressroom.

Address

PRINTERS INK JONSON

17 Spruce St.

NEW YORK

Printers' Ink Offers to do Work for Money

Publishers in towns that support a daily paper, or more than one, and who have confidence that the more the world knows about them and the field they occupy the better it will be for them, their field and the world, are advised to read the newspaper reviews of Worcester and Springfield, in Massachusetts; Hartford, Meriden, New Haven, Waterbury and Naugatuck, in Connecticut, as published in PRINTERS' INK issues of April 6th and 13th; also the reviews of Bridgeport and other places which appear in this issue, and to note that PRINTERS' INK is now prepared to investigate any field to which its attention is invited.

The conditions upon which the examinations are made and the reports published are these :

Everything that appears as reading matter in PRINTERS' INK goes in free.

The reporter who visits the field will report the conditions as he finds them, and his report will not be exhibited to local publishers until after its appearance in PRINTERS' INK.

It is intended to visit and report upon every American town in which a daily paper is issued. The time of the visit and report will be at the convenience of PRINTERS' INK.

If a special report at a specified time is required, it will be made, but in such case the interested parties will be required to advance a sum sufficient to pay the reporter's expenses. This sum will in no case be less than \$50.00 nor in any case over \$250.00, except for towns beyond the Mississippi, for which a special rate will be charged.

Those who pay the cost of the inquiry will have no privileges or better treatment than will be extended to those who have no share in the expense.

The benefit, if any, will come from having the advertising public better informed about facts and conditions as they do exist instead of as they are supposed to exist or did at one time exist.

Interested parties are invited to address PRINTERS' INK, No. 10 Spruce Street, New York.